VOGUE

THE HOUSE OF VANDERBILT

60 YEARS OF NEW YORK SOCIETY

The end of a Romantic Era

by

FRANK CROWNINSHIELD

A 22-Page Feature with 11 Pictures of the Vanderbilt Mansion in full colour

Other Features

1941 Differences in your AFTER-DARK CLOTHES

Ski Classics

Travel Changes

ADVANCE RETAIL TRADE EDITION

NOVEMBER 15, 1941

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Essence of Enchantment

a very new perfume called Chantilly, by Houbigant. Feminine . . . gracious . . . a perfume to make you linger in masculine minds!

nutria— they call it the designers' fur, because it lends itself to magnificent draping and dressmaker detailing. Our princely coat, looking as though it had been etched in fur, of finest wild Argentine nutria, 650.00 Fur Salon, Third Floor

LORD & TAYLOR, Fifth Avenue, New York

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Giving Crane's Papers for Christmas is the happiest of exercises in friendship and remembrance; and no gift of finer quality can be made. To the excellence of these papers—in themselves a joy to give and to receive—your stationer now makes available to you the opportunity to include with your gift of Crane's Kid Finish—and other fine papers by Crane—a certificate that entitles the recipient to select the die and to have the paper engraved in the style and color of his or her choosing. This simple scheme enhances your gift, makes it more personal, and relieves you of chance in the choice of the engraving. You will enjoy giving these personalized papers this Christmas, for it is luxury giving at modest cost.

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Vol. 98, No. 10
Whole No. 1661

George Platt Lynes

BORROWED from the Gaucho, designed with wit and gaiety—for sit-by-the-fires; heavenly after a day outdoors. Gray wool jersey top, darker gray trousers. Scarlet bolero, belt, and soft little boots. 10-20. $49.95. Lounging Apparel, Fifth Floor.

...if you're not tall...

this coat was created especially for you. Designed so that proportions are flattering, authentic.

☆

Roy H. Bjorkman, Inc., Minneapolis, Minn.
The Brigham Co., Springfield, Mass.
L. L. Berger, Inc., Buffalo, N. Y.
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Gidding & Co., Cincinnati, Ohio
Harzfeld's, Kansas City, Mo.
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Hutzler Bros., Baltimore, Md.
Kaufmann Dept. Store, Pittsburgh, Pa.
Lockhart's Inc., St. Louis, Mo.
Lord & Taylor, New York, N. Y.
Marshall Field & Co., Chicago, Ill.
Mawson-DeMany-Forbes, Philadelphia, Pa.
Meier & Frank, Portland, Oregon
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TAILORED IN HOLLANDER "featherlite" Persian Lamb from $595 to $995

Copr. 1941—American Viscose Corp.

An American Original designed by *Mabel McIlvain Downs* in a *Crown* Tested Rayon taffeta.*

As seen at Henri Bendel, New York; Nan Duskin, Philadelphia; Blum's Vogue, Chicago.

CROWN TESTED AND APPROVED RAYON FABRIC

**Reg. U. S. Pat. Off.*

14 Refreshing new Milkmaid

COPR. 1941, MILKMAID, INC.

Make this the happiest Christmas ever with these truly distinguished cosmetics, most of them made with MILK

This Christmas you can give the loveliest, the most charming, the most unusual gifts you've ever given in your entire life—Milkmaid gifts! Wonderful new preparations made with *fresh dairy milk* (possible for the first time because Milkmaid has discovered a way to keep milk fresh in cosmetics). And accessories exquisite as Dresden porcelain. What fun to give, for example, a milk pail, in it the makings of a glamorous luxurious "milk" bath! Or a lipstick made with *rich country cream* . . . in an enchanting case Watteau himself might have designed. You'll find these Christmas stars plucked from "the milky way" at your own department store. Order them today and your Christmas shopping's done!

The Milkmaid Way to Beauty

Wash your face immaculately clean with MILKMAID CLEANSING MILK, 80% fresh dairy milk, pasteurized. Soften skin with MILKMAID EMULSION, rich emollient lotion. Smooth it with MILKMAID NIGHT MILK, 42% sweet country milk, pasteurized, with vegetable oils and an extraordinary absorbent base. $1.75 each.

Beautifully packaged, in milk-white glass wreathed in delicate flowers, these three make a magnificent gift.

MILKMAID

At better department stores everywhere. If not available, send check or money order (include 10% Federal Excise Tax on each item) to Milkmaid, Inc., 647 Fifth Avenue, New York

Christmas Gifts!

MILK FOAM BATH, 70% milk, dehydrated, turns into silky fragrant foam in hot water. Sweetly scented as the first spring flowers. $2.75

MILKMAID BATH COLOGNE, exquisite cologne with a full, rich, heady bouquet. Fragrant, refreshing body rub for after-bath. Made from the Milkmaid Cleansing Milk base. $2.50

MILKMAID BATH POWDER, fragrant, silky as milkweed fluff, made with just the right proportion of milk to match the other accessories. Lends the skin a satin finish. $1.50

MILKMAID FACE POWDER, 3% fresh sweet cream, pasteurized, helps this enchanting, flattering, fragrant, power-pulverized powder cling to the skin, lending it a fine-grained finished look. Box covered in flower-sprigged pure silk. $1.75

MILKMAID SACHET POUF, three quilted satiny cushions. Completely filled with lavishly perfumed sachet that has been brought to full lasting fragrance in hot dry chambers. Enchanting blossom scent. Designed to match her precious quilted robe, her prized comforter. She'll use them in bureau drawers, perhaps put one under her pillow for sweetly-scented dreams! $5.00

MILKMAID LIPSTICK AND CREAM ROUGE, made with 15% rich pure sweet cream, pasteurized. A special emulsifying process gives this revolutionary new make-up a remarkably silky texture. Exquisite shades. $1.50, each item.

MILKMAID COMPACT, creamy white calfskin sprinkled with pink-and-blue flowers. Wafer-thin, like a fine watch. Wonderfully light too (won't add weight to an already heavy purse). For loose powder $3.00

MILKMAID BATH MITTEN WITH GUEST MITTS, pretty blue or buttercup-yellow terrycloth. Packed with superfatted soap made with Milkmaid Cleansing Milk. She'll use the mitten herself, offer the mitts to her week-end guests. $2.75

MILKMAID BATH MITTS, Milkmaid Cleansing Milk is used to make the bland, rich soap in these pretty terrycloth mitts. Two mitts, blue or buttercup-yellow, $1.50

CHRISTMAS MILK PAIL, the most unusual, charming, imaginative gift of all! Holds Milk Foam Bath (70% milk, dehydrated), Milkmaid Bath Cologne and Milkmaid Bath Powder (each made from Milkmaid Cleansing Milk base). $7.95

MILKMAID BATH POWDER MITTEN, satiny mitten, exquisitely quilted to match the Milkmaid sachet. Filled with fluffy, fragrant powder, fine as confectioner's sugar. $1.75

MILKMAID BATH SOAP, Big ¾ lb. cake of superfatted fine-milled soap, 10% Milkmaid Cleansing Milk base. $1.75

MILKMAID COMPLEXION SOAP, 10% Milkmaid Cleansing Milk base. Specially gentle, soothing, to sensitive skin. Three ¼ pound cakes, $1.75

MILKMAID

"What lipstick are you wearing, Eve?"

"Tussy. I'd be sunk without Tussy, Ruth! Tussy's such a *creamy*-textured lipstick—goes on like a dream! I find that Tussy helps keep my lips smooth and unchapped, even in the coldest weather."

"You should see my Tussy trousseau! I wear *Kiltie Red*, Tussy's new strong deep red lipstick, with my plaids, of course, and with bold colors. My favorite for evening is Tussy's rich red *Stork Club*—it's a knock-out with white, neon colors and glittery clothes. And *Tom-Tom* snaps up a black dress."

"Eve, I'm going to get Tussy lipstick today!"

Tussy Lips

gorgeously red—smoot as satin

"Your lips are very come-hither, Eve! Yet your mouth never looks hard or artificial."

"Because I wear Tussy, Bob. When Tussy lipstick goes on, it *stays*—for hours! Indelible as a girl could wish."

"Then here's a toast to Tussy!"

• Tussy Safari Powder Base Cream—the modern, *youthful* foundation. Lends skin a young-looking sheen. Helps rouge spread with natural effect, coaxes powder to cling longer. *Fair* or *Medium*. $1.*

• Choose from 11 top-fashion lipstick shades for your own Tussy trou seau. Newest thrill—Tussy's rich *Kiltie Red* Lipstick, in gay Kiltie packa with pleated plaid skirt, $1.00. Others such as true bright *Tom-Tom* deep sophisticated Tussy *Stork Club*. Each $1. Tussy Cream Rouge match, $1. Compact Rouge, 55¢. Nail Polish, 50¢.*

Tussy for that young, young Look

TUSSY LIPSTICKS...TUSSY EMULSIFIED CLEANSING CREAM...TUSSY RICH CREAM...SAFARI FACE POW
TUSSY WIND AND WEATHER LOTION...AT DEPARTMENT STORES AND IMPORTANT DRUG STO

*Plus Tax

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This is the cuff coat in natural mink the way our brilliant Ralph Marano thinks it. Cut, measured and sewn to your exact order by our workroom staff from $2000, depending on just which skins you choose.

RUSSEKS—FIFTH AVENUE AT 36th STREET, NEW YORK • Also available in our Brooklyn and Chicago stores

LAST CALL TO A BRIGHT FUTURE FOR CAMERA-MINDED SENIORS!

Set up your camera, choose your subject, and focus your attention on this nation-wide contest for Seniors-with-a-Serious-Interest-in-Photography. Two prizes are offered to students in accredited colleges submitting the best work in this competition. The prizes—one for men, one for women—consist of six months' apprenticeship with salary in the Condé Nast Studios. In addition to these two major prizes, cash awards and Honourable Mentions will be given for the best photographs on each problem. Turn your hobby into a career, fill out the blank below and send in your answers to the first problems.

PROBLEM NO. 1:

Send us the best photograph you have ever taken. You may send any kind of photograph (a portrait, a landscape, a building, a still life, an action snapshot, etc.) provided, in your opinion, it is the best thing you have ever done. On the back of the photograph state your reasons for this selection in not over 50 words.

PROBLEM NO. 2:

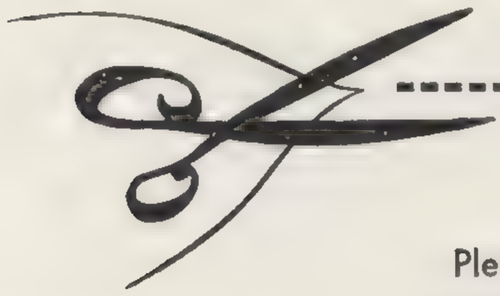
Take a photograph which, in your opinion, gives a vivid impression of your home, your town, or your college. Express the physical conditions, atmosphere and character as well as it is possible in one photograph.

For both of these problems you may submit any kind of a print or enlargement (large or small, glossy or mat, mounted or not).

For Problem #1, send only one picture.

For Problem #2 you may submit as many as three photographs; but in the latter case mark on the back your first, second and third choice.

Write your name and address on the back of all photographs, as well as a full technical description of the conditions under which the photographs were taken—camera, film, lens opening, shutter speed, filter, etc.



VOGUE'S PHOTOGRAPHIC CONTEST

420 Lexington Ave., New York City

Please send me the entry blank and questionnaire which I must fill out in order to enter Vogue's Photographic Contest.

NAME_____

(PLEASE PRINT CLEARLY OR TYPE)

ADDRESS_____ V-11-15-41

SENIOR AT_____ COLLEGE OR UNIVERSITY

Kalmour
in Celanese* crepe of rayon

Let the white fire of rhinestones or the golden glint of nailheads light your way these gala nights... Holiday gowns—electric with drama, in Celanese Sweetgrass, a rayon crepe. Each under $40. At these and other fine stores, or write Kallman & Morris, Inc., 530 Seventh Avenue, New York City

WRITE FOR **FREE** KALMOUR "HOLIDAY GOWN BOOK", IN FULL COLOR

*Reg. U.S. Pat. Off.

Hattie Carnegie, N. Y. • Marshall Field & Co., Chicago • Neiman-Marcus, Dallas • J. J. Haggerty, Los Angeles • Carolyn Kelsey, San Francisco

"Jeune Fille Salon"

Transform a chest of drawers into a clever Wine Cellar

Smart people are doing it. Turning a small closet or a chest of drawers into a "wine cellar."

Fun! And pretty satisfactory if you like to play host and hostess. For always at hand you have excellent wines for any occasion. You've a new gadget, too, that's as chockfull of interest as a Panda bear.

How to build it? The details are free. Just drop a line to the Wine Advisory Board, 85 Second Street, San Francisco.

In stocking up your wine cellar, ask your dealer's help. He can give you California wines which rate with the world's top vintages as attested by the following typical comments:

• *"California vintners...are well on the road to distinguished achievement in wine making."* — Charles Codman

• *"...unique and superior American contributions to the world's palate."* — Don Eddy

GOURMET'S GUIDE

selected restaurants in and out of town

A new place to lunch or dine? A place you may have forgotten? A place to do your friends proud? Vogue tells you about them all in these columns

La Belle Meunière

Everything is cooked to order at La Belle Meunière (12 East Fifty-Second Street), and Provençal dishes are the *spécialité de la maison*. The chef, Arthur, is a perfectionist, particularly when it comes to blending the rich, spicy sauces of Southern French cooking. His *sauce piquante*, served with crab meat, is one of the best, a combination of hot, suave, and tart.

En Suisse

There's something shy and unostentatious about Le Restaurant Suisse, at 22 East Fifty-Fourth Street. The place is small, the food is good, and the prices are disarmingly reasonable. (Luncheon, for instance, is about sixty cents, and dinner hovers around the dollar mark.)

Monsieur Servant, the chef-owner, specializes in fine, peasanty dishes, thick soups, pâté maison, ragouts, and native desserts. The Swiss apple tarts are as good as those you used to buy at the little pastry shops in Geneva.

NEW YORK CITY

RESTAURANTS—DINING

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning MUrray Hill 2-9223

RESTAURANT MARGUERY
270 Park Avenue WI 2-8494
High class French Cuisine
Most popular cocktail hour

JANE DAVIES'
145 West 55th St.
Luncheon 55c, 65c, 75c — Vintage Wines — Dinner $1. and $1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.15 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON—277 Park Ave. (116 E. 48th St.) Famous for cuisine and cellar. Luncheon $1.15—Dinner from $1.75—Main Dining Room. In Cafe, Luncheon 95c—Dinner $1.25. Year 'Round air-conditioning.

THE CAVIAR—18 East 49th Street. Cuisine par excellence. Carefully selected cellar. Quiet, dignified atmosphere. Luncheon from 90c. Dinner from $1.50. Cocktail Hour. Air Conditioned. ELdorado 5-8998.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner. Entertainment during supper. Completely air-conditioned.

WHITE TURKEY—MURRAY HILL, 220 Mad. Ave. at 37th St. Now Open. Newest addition to famous White Turkey family of Early American eating places. Lunch, cocktails, dinner. Gobbler Bar. Open Sun.

SUSAN PALMER'S SEAFOOD & SALAD BAR
4 W. 49
Don't be deceived. It's a surprising English Tavern downstairs—never to be forgotten by those who find it.

CAFE ST. DENIS—11 East 53rd Street. EL 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Also à la carte. Redecorated and enlarged.

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix-Fixe from $1.50; also à la carte.

GRAND CENTRAL TERMINAL RESTAURANT
and Oyster Bar
Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte.

HOLLAND HOUSE TAVERNE, 10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner $1.50.

CAFE LOUIS XIV. 15 West 49th St., Rockefeller Center. Cuisine Classique. Fine Wines. American Bar. Prix-Fixe Luncheon $1.50. Pre-Theatre Dinner $2.00, also à la carte. Wm. Adler and his Violin.

CHAMPS-ELYSEES
Le Restaurant Par Excellence. Cuisine Française. Famous for the special Champs-Elysées Dinner. Finest wines and liquors. 25 East 40th St. MU 4-8833.

KENTUCKY SERVES A MEAL. Luncheon from 65c; Dinner from $1.25; Supper from 85c. Open Sun. (11:30 a.m.—8:30 p.m.) for breakfast & dinner. Elizabeth D. Reynolds, Inc., 160 E. 48th St. EL 5-6448.

CORTILE RESTAURANT—37 W. 43rd St.
Delicious luncheon 45c up—dinner 75c up. Cocktails in unusual atmosphere. Open 8 A.M.—9 P.M. Closed Sundays. Rosella will read your character. Air cooled.

RESTAURANTS—DINING

THE HEARTHSTONE
15 East 48th Street. Near Fifth Avenue.
Dine delightfully. Music, cocktails.
Luncheon from 65c. Dinner from $1.00.

THE BAROQUE—14 East 53rd Street. Cuisine de Choix. Tantalizing Plat du Jour. Typical Baroque atmosphere. Luncheon—Cocktails—Dinner—à la carte—(moderate prices). ELdorado 5-4195.

BEVERLY, Lexington Ave., at 50th. Luncheon from 85c up. Dinner $1.25 up. A la carte. Cocktail lounge. Wines. Liquors. Moderate prices. Restful atmosphere. Excellent food. Palmist, cocktail hour thru supper.

THE BLUE BOWL at 157 E. 48th St. Appetizing, well planned menus served in pleasant, friendly surroundings. Apple pie a specialty. Closed Sundays. Luncheon 50c to 75c. Dinner 75c to $1.25.

SPIVY'S ROOF
139 East 57th Street (Lexington Ave.). Dinner $1.50. Also à la carte. Spivy sings nightly—continuous entertainment. Reservations. PLaza 3-1518.

THEODORE'S RESTAURANT—4 E. 56th St., N. Y. New York's outstanding French Restaurant. Tantalizing Italian Specialties. Superb Dinner $1.50. Luncheon. Cocktails. Open Sunday at 5:30 P.M. PL 3-6426.

DRURY LANE. Famous for our Popovers. 47 E. 49th St. Thanksgiving Dinner as you like it. Old-fashioned from the country kitchen, or sophisticated from the town kitchen. Call PL 8-3017.

LAFAYETTE—9th St. at University Place
Renowned for French Cuisine since 1883. Prix-fixe luncheon and dinner; also à la carte. Fine wines. French café.

YE OLDE CHOP HOUSE, 118 Cedar St., New York. City's oldest eating place in Financial District. Game, Chops, Sea Foods, Liquors. Open to 8 P.M. Sat. 3 P.M. Harry Kramer, Host. WOrth 2-8061.

GAGE AND TOLLNER'S
374 Fulton Street, Brooklyn.
Famous for Sea Food, Steaks, and Chops. Conveniently located to all subways. TR 5-8171.

LE POISSONNIER (The Fisherman), 121 E. 52 St. Madeleine's personality; the finest French cuisine make this a rendezvous for gourmets. Lunch $1. Dinner $2.25. Entertainment after 9 P.M. EL 5-9706.

LA BELLE MEUNIERE
12 East 52nd Street
Le Restaurant du Connaisseur. Quiet Atmosphere. Luncheon. . . . Cocktails. . . . Dinner. WI 2-9437.

A. LA FOURCHETTE, 342 West 46th Street. CI 5-9744. Dine in France before the theatre. Cuisine Reputée. Specialty: Frog's Legs Provençale. Chicken Veronique.

MAISON MAURICE RAVIOL, INC. French Table D'Hote of Distinction. Decorated Murals of the Fair's French Pavilion. Exquisite cuisine. Lunch 75c up. Dinner $1.25. 3 E. 48th St., N. Y. PL 3-1806.

ZANZIBAR HEALTH FOOD RESTAURANT. Also Vegetable Juice Cocktail Bar. Dine at New York's most outstanding restaurant, where only the finest dishes from orchard and garden are served. 113 E. 60.

YAR RUSSIAN RESTAURANT 38 West 52 Street
A corner of Old Russia in New York.
Gypsy Music 3 Revues nightly.
Lunch 45c. Dinner from 85c. No cover.

SWEDISH RATHSKELLER
201 East 52nd St.
"A lovable place with food that can't be beat"—Mademoiselle. Lunch 65c. Dinner $1.25. EL 5-9165.

THERESE WORTHINGTON GRANT. 284 Park Ave. Gracious Southern Hospitality in Charming Atmosphere. Pre-Matinee Luncheon 85c. Afternoon tea. Dinner $1 up. Private Rooms for Parties. VO 5-4266.

RESTAURANTS—DANCING

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Maximillian Bergere & Orch. Panchito & his Rhumba.

LARUE—45 East 58th Street. VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Eddie Davis' & Val Ernie's orchestras. Continuous dancing till 4 A.M.

LE COQ ROUGE—65 East 56th St., N. Y. C. Famous cuisine. Luncheon, dinner, and after theatre. Dancing—Entertainment. Cocktails in our Skyline Bar. Reservations—Phone PLaza 3-8887.

POLISH RESTAURANT, 151 East 57th Street, N. Y. PLaza 3-2816. Authentic cuisine and atmosphere. Luncheon 75c to $1.25. Dinner $1.25 to $2.50. Cocktail Lounge. Dancing. No cover charge.

LOUNGE BAR

SCHRAFFT'S. Smart, intimate lounges. Georgian Room, 625 Madison Ave., at 58th—Columbus Room, 222 W. 57th St., near B'way—1496 B'way at 43rd. Luncheon, cocktails, dinner, supper. Cocktails from 25c.

NIGHT CLUB

LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food & entertainment. "Sly" & subtle Eddie Davis heads the show. 4 shows nightly. Continuous Dancing. "Should be visited at least once in every lifetime."

OUT-OF-TOWN

CALIFORNIA

VISIT DINAH'S SHACK
On Highway 101, 3 miles south of Palo Alto—in the shadow of Stanford University. In the Beautiful Santa Clara Valley. Food—California's Plentiful Best.

CONNECTICUT

THE BARNACLE, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. March into November.

GEORGIA

HOTEL WARE COFFEE SHOP, Waycross, on U. S. Route #1. Reflecting the hospitality of the South. Known for good food. Open 6 A.M. to 10 P.M. Moderate prices. Recommended by Duncan Hines.

ILLINOIS

LE PETIT GOURMET, 619 N. Mich. Ave., Chicago. Delicious food served in an atmosphere reminiscent of the Old World. Lunch 50c up, Dinner $1. up. Open 11:30 AM to 10 PM, Sunday 4 to 9 PM. Cocktails.

MASSACHUSETTS

THE HI-DA-WAY (Boston's nicest eating place) entirely air-conditioned. Open from 11 A.M. to 8 P.M. Selected luncheons from 50c, complete dinners from 85c. Closed Sundays. 3 Boylston Pl., Boston.

LATHAM'S ON CAPE COD. Route 6, Brewster. An inn of rare charm, famous for its food, delightful guest rooms and home-like hospitality. Finest Vintage wines and liquors. Open until December first.

MEMORY LANE RESTAURANT. On Boylston Place, Boston, near Colonial Theatre. Famous old Boston Families lived in this very house. Luncheons and dinners served 11 A.M.-8 P.M. Prices reasonable for quality of food served. Closed Sundays.

NEW JERSEY

HANS CHRISTIAN ANDERSEN—Paramus
Dine out this fall in the country. Only 15 min. from Geo. Wash. Bridge, Route 4. Luncheon, dinner. Superb food, ingenious cocktails. Closed Mon

NEW YORK STATE

VANDERBILT INN. A distinctive inn for luncheon, tea, dinner. Cocktail lounge. Rooms for guests. Open fireplaces. Hyde Park, Rt. #9, six miles north of Poughkeepsie. Constance Ekstrand, Manager.

Season 1941-42
CURTAIN DINNER
7 to 8:30 p.m. Prix Fixe
A famous Sherry Netherland institution...timed to get you there as the curtain goes up.
THE SHERRY NETHERLAND
Fifth Avenue at 59th Street

Imagine Harry and me splurging with a color ad!

This is our Christmas ad, folks.

We think it's worth what it cost. We're counting on these actual color photographs to show you, better than any words, what prize packages we have for your Christmas giving.

There's something here for everyone on your list. You and your friends will enjoy our fruit, just as many fine people already do.

For instance, Grantland Rice says it is "the top of all fruit I've seen, known or heard about." Other distinguished customers include Mrs. Howard Heinz, Miss Faith Baldwin, Rex Beach and W. Averell Harriman.

Just you try sending our luscious Royal Riviera Pears in boxes and mixed baskets this Christmas. They are sure to ring the bell, saying in your name, "I sent all the way to Oregon to get the world's best fruit for you."

David

For Harry and David
BEAR CREEK ORCHARDS
Medford, Oregon

ROYAL RIVIERA PEARS
No. 1 Standard Box as illustrated
$1.98 delivered
No. 2 Deluxe Box . . $2.98

Unique Christmas Gifts!

Pears so rare not one in a thousand has ever tasted them . . .

Illustrated above Basket A $6.98
Others, Basket B, $9.98; Basket C, $14.98; Basket Tray D, $4.48 . . . each containing Royal Riviera Pears and other prize fruits and treats.

Rare Fruit-of-the-Month Membership—a series of 8 thrilling boxes containing rare fruits in season and other delicacies—a gift that begins with Christmas and keeps on giving, $18.50

Partial Memberships—2-Box . . . $3.98; 3-Box . . . $6.98; 4-Box . . . $9.98; 5-Box . . . $11.98

All prices include delivery.

IMAGINE YOUR FRIENDS opening one of these packages on Christmas Day to gaze upon such beauty. Imagine them tasting the marvelous flavor of America's rarest fruit. From your gift will come surprise, delight and taste thrills never forgotten!

If you are the one in a thousand who has eaten Royal Riviera Pears, you know what it means to receive them. Folks always remember this flavor —and never get enough, they say.

THE "FRUIT OF KINGS"

These rare pears once grew only in Southern France and were known as the "Fruit of Kings." Years ago a few trees were transplanted to our valley in Oregon. Here the fertile volcanic soil, gentle rains and days of glorious sunshine bring them to rarest perfection.

Formerly we sold our best pears to the big hotels in London and Paris. They were served for 50¢ to 75¢ each, as many travelers remember. But you don't have to pay such prices today.

EASY TO BUY—HARD TO FORGET

You could spend much more time and money without finding anything in such good taste, so sure to be enjoyed. Long after conventional gifts have been forgotten, you will hear about "those delicious Christmas Fruits!"

Send Boxes or Baskets to your relatives, friends, business associates, customers and employees. Remember your doctor, lawyer, banker, clergyman. And don't forget a box for your own family.

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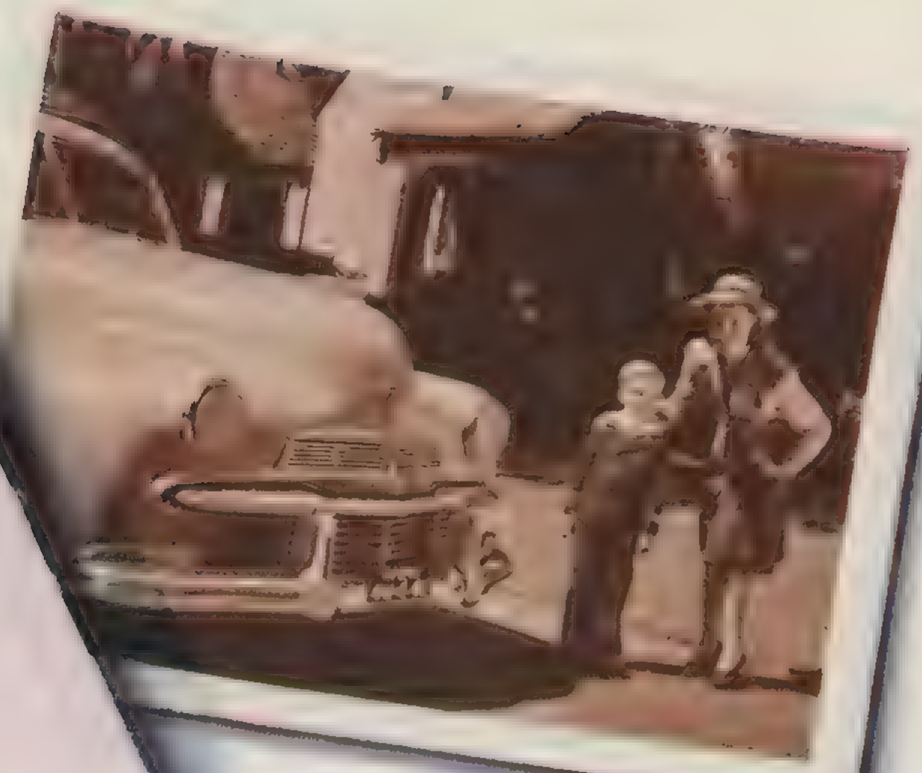

·EWR·

Dearest Les –

While you've been busy with your "war games", something exciting has happened at home! Take your first look at our new Oldsmobile "B-44". I can hardly wait until you get home to try it. But I will say while you're busy training flyers, it's mighty nice to have a "co-pilot" right here at home like Hydra-Matic. It does half my driving for me! There's no clutch to press, gear-shifting is automatic, and it's saving us a lot of money on gas. Best of all, it's safer – and that means a lot while you men are away!

Love,
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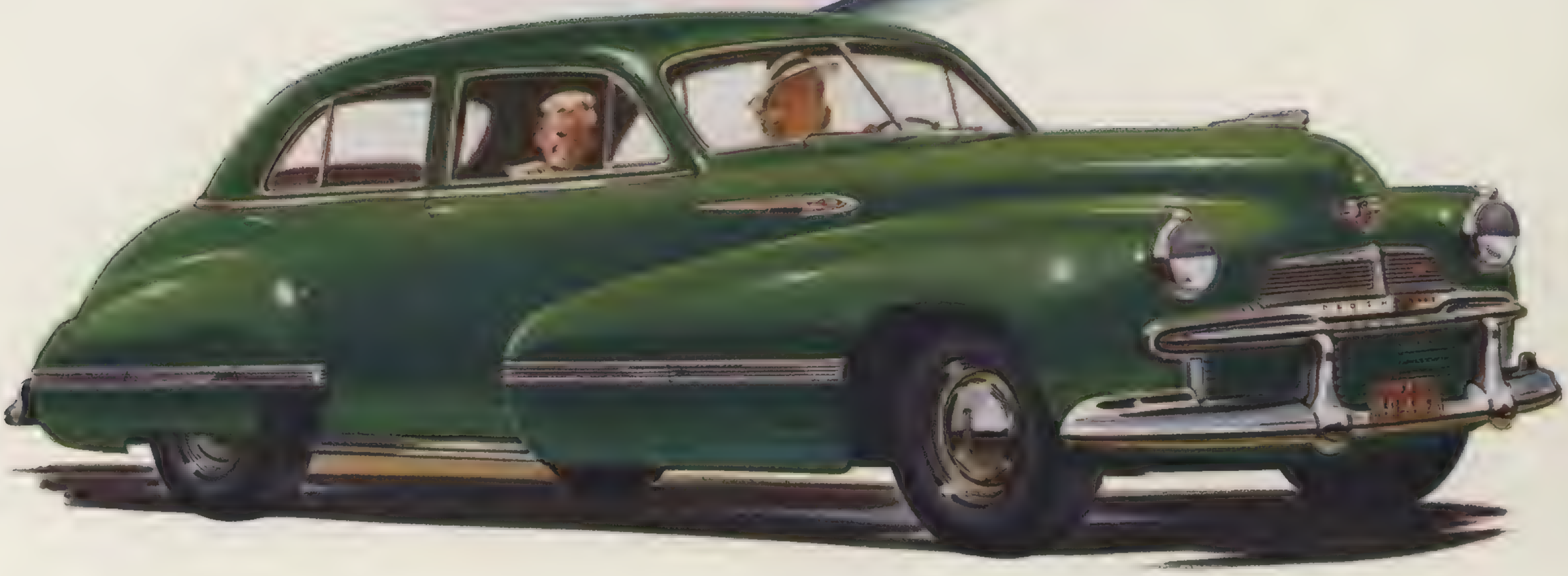

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Ask for Endocreme by name; your salesgirl will gladly serve you. Remember there is only one genuine, original Endocreme. If your favorite store is sold out or has not yet provided it for you, send us your order for your first jar, sufficient for 30 days' use, together with $3.50.† Address ENDOCREME, 551 Fifth Avenue, Dept. V111, New York City. Your jar, with full directions for use, will be sent promptly *postfree,* together with your copy of "What Users Think of Endocreme." Do not put off using Endocreme. And be sure to call for it by name—ENDOCREME.

* Trade Mark † Exclusive of Taxes

Each Jar is Sufficient for 30 Days' Use

Be a friend to a friend — give a jar of Endocreme for Christmas

CLOSE-UP HOLIDAY

Until a few years ago, a holiday usually began with a gangplank.

But gangplanks are not so plentiful now; which has led to the discovery of a new kind of holiday—a holiday full of Continental flavor.

It is spent, naturally, in today's most glamorous city—New York. And in what many consider the world's most luxurious hotel—the St. Regis. For the St. Regis offers that first essential—relaxation. Its quietness, its oversize rooms, its thoughtful service—all put luxury at your fingertips.

But the St. Regis also offers fun; in its famous Iridium Room and King Cole bar, in the Maisonette, on the Viennese Roof, in the fine shops outside the door, in the theatres within walking distance.

So...may we suggest that you make this winter's vacation a close-up holiday at the St. Regis? You'll find it capital fun.

THE St Regis

FIFTH AVE., AT 55th STREET
NEW YORK

BOOKLET ON REQUEST

VOGUE'S TRAVELOG

a directory of fine hotels and resorts

If you want further information about the hotels or resorts listed in these columns, write Vogue's Travelog, 420 Lexington Ave., New York City.

ARIZONA

CASTLE HOT SPRINGS

Castle Hot Springs. Distinctive winter resort. No dust. Excellent horses. Swimming. Sun bathing. Tennis. Golf. Amer. Plan. Walter Rounsevel, Mgr.

CHANDLER

San Marcos Hotel & Individual Bungalows. 250 acres of luxurious playground, 18-hole golf course. Swimming. Tennis. Riding. Robert Foehl, Manager.

PHOENIX

Hotel Westward Ho. Premier Hotel of the Southwest, in world-famous Valley of the Sun. Midtown with desert resort atmosphere. Am. & E. Plans. Bklt.

TUCSON

Arizona Inn. Arizona's foremost resort hotel. Charming garden rooms all with Sun Terrace. Swimming Pool. Tennis. Riding. Sunshine. M. Bennett, Mgr.

El Conquistador Hotel & Cottages. Desert resort, 3 mi. from Tucson. Swimming pool, stables, tennis, golf. 120 acre estate, Amer. Plan. Chas. Doherty, Mgr.

Pioneer Hotel. Southern Arizona's finest. 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible rates.

Santa Rita Hotel. 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo. Golf. Nick Hall, Mgr.

ARKANSAS

HOT SPRINGS NATIONAL PARK

Arlington Hotel and Baths

A resort establishment of distinction at America's most popular Spa. Complete bathhouse facilities. Curative hot waters, owned and recommended by U. S. Gov't for arthritis, high blood pressure, heart disorders, etc. Golf. Riding horses. Scenic highways. Zestful climate of the pine clad Ozark foothills. Cuisine for epicures. For folder & tariffs, write W. E. Chester, Gen. Mgr.

CALIFORNIA

BEVERLY HILLS

Beverly Hills Hotel & Bungalows. Early California charm; thoroughly modern. Continental flavor. Year 'round social & Movie center. Pool. All sports. E.P.

LA JOLLA

Casa de Mañana. Distinctive resort hotel on the shores of the Pacific, near San Diego and Old Mexico. All sports. Private beach. Write for free folder.

LA QUINTA

La Quinta Hotel. Palm Springs area. Desert retreat. Swimming, riding, every sport. From $10 single; $20 double. Amer. Plan. L. B. Nelson, Mgr.

COLORADO

COLORADO SPRINGS

Broadmoor Hotel in shadow of Pike's Peak. All year sports and social center of the Rockies. Metropolitan Luxury. Write for Brochure.

DISTRICT OF COLUMBIA

WASHINGTON

Hotel Raleigh. Washington's most popular and distinguished Hotel, on famous Pennsylvania Avenue. Reasonable rates. Write C. C. Schiffeler, General Mgr.

FLORIDA

CLEARWATER

Fort Harrison Hotel. Overlooks Clearwater Bay. Gulf of Mexico. Golf, bathing, boating, fishing. A. or E. plan. 253 rms., moderate rates. L. G. Davis, Mgr.

DUNEDIN

The Fenway. One of the West Coast's Finest resorts. Beautiful tropical setting. All sports. Select clientele. C. Townsend Scanlan, Mgr.

FLORIDA

FORT LAUDERDALE

Wynholm Hotel. New, modern. On ocean between Miami and Palm Beach. Restricted clientele. European Plan. J. Frederick Wynn, Manager.

MIAMI

The Dallas Park. Rooms, apartments, penthouses. Roof sun bathing, 11 stories, overlooking beautiful Biscayne Bay. Moderate rates. M. F. Whelan, Mgr.

The McAllister. Downtown Miami, facing beautiful Bayfront Park and Biscayne Bay. 550 rooms with bath and shower. Leonard K. Thomson, Mgr.

MIAMI BEACH

The Belmar

A modern oceanfront hotel offering every conceivable facility for comfort, rest and wholesome recreation—you'll never find a finer. Private beach, solaria, roof recreation rooms. Splendid views. Beach lunch-bar, ocean-view dining room. Tiled baths. Opens Nov. 23, special rates to Dec. 20. European Plan. Reservations advisable. For details: Write or wire Bruno Weil, Gen. Mgr.

MIAMI BEACH

The Flamingo. All that is best in Resort Life. Gay, exclusive, complete. Tropical setting. Restricted. Special early season rates. C. S. Krom, Manager.

The Nautilus and Villas. 25-acre estate, villas, cabañas, pool, private beach. Golf nearby. Modified American Plan. Restricted. R. W. Thompson, Mgr.

ST. PETERSBURG

The Huntington. A Resort Hotel of Merit, in beautiful and exclusive surroundings. Open Nov. to May. Eur. and Amer. plan. Booklet. Paul Barnes, Mgr.

Pennsylvania Hotel. For convenience, delicious food, hospitality. 140 rooms. Social program. Reasonable rates. European plan. Bklt. M. C. McNeil, Mgr.

The Princess Martha—St. Petersburg's largest and best located downtown hotel. Every modern comfort. European. Dining room. Bklt. A. L. Manning.

Soreno Hotel. On Tampa Bay. Modern, fireproof. 310 rooms each with bath. Finest service and cuisine. American plan. Opens December 17th. Booklet.

Sunset Hotel. On Boca Ciega Bay. Quiet, refined, restful, yet close to all activity. 70 rooms, each with bath. Amer. plan. Moderate rates. L. A. Thorp, Mgr.

Suwannee Hotel. Close to everything of interest. 205 rooms, each with tub and shower bath. European plan. Dining room. Paul A. Brown, Manager.

MARYLAND

BALTIMORE

The Belvedere. A fine hotel, justly celebrated for its spacious, modern rooms, famous cuisine, and superb service. Ideally located. $3.85 up.

MISSISSIPPI

OCEAN SPRINGS

Gulf Hills Hotel & Golf Course (10 Min. from Biloxi). Ideal summer and winter resort. All Sports. American or European. Outstanding menus. Booklet.

PASS CHRISTIAN

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Quiet, exclusive. Near New Orleans.

Miramar Hotel. Established clientele. Women Creole cooks. All land and sea sports. Faces beautiful Mexican Gulf. Fun and frolic in healthful sunshine.

MISSOURI

KANSAS CITY

Bellerive Hotel. Armour Blvd. at Warwick. Quiet, refined home atmosphere. Famous Coral Room. French Cuisine. Garage. Trans. or Perm. Wire for reservations.

NEW HAMPSHIRE

HANOVER

The Hanover Inn at Dartmouth College. Open all year. Booklet. Ford & Peggy Sayre, Managers. Robt. F. Warner, New York Rep., Tel. BR 9-6348.

NEW JERSEY

ATLANTIC CITY

Marlborough-Blenheim. For an autumn health-visit. Oceanfront sun decks, sea water baths, tempting menus. Josiah White & Sons Co.

NEW YORK

NEW YORK CITY

Allerton House for Women. 57th St. and Lexington Ave. New York's most select hotel for women. Friendly atmosphere. Rates: wkly. $10 up, daily $2.

The Barbizon. Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12. up. Daily $2. Bklt. "V".

The Beekman. Park Ave. at 63rd. Infinite care for your comfort, quiet dignity for your background, a convenient and smart location.

Beekman Tower—49th St. at East River Drive. Overlooking River. Smart location. 400 outside rooms. Near shops, theatres, business. From $2.50. Booklet "V".

Beverly Hotel. 125 East 50th. Just East of Radio City. Large rooms and closets. Serving pantries. Single $4, double $6, suites from $8. PLaza 3-2700.

Gramercy Park—Famed hotel at legendary private park. Rendezvous of nation's great. $3. single, $5. double, $7. suites. Weekly, monthly. Booklet "V".

The Grosvenor—On quiet and convenient Fifth Avenue at Tenth Street. 300 Rooms from $3.50 and $5.00. Monthly or Seasonal with serving pantry.

Henry Hudson Hotel, 353 W. 57th St. American Woman's Club. Special floors for women. Daily $2.50 up. Weekly $12.00 up. John Paul Stack, Manager.

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries, Radio City. Refined surroundings. $4. single; $5.50 double; Suites $8.

Sherry Netherland. Fifth Ave. at 59th Street. "Where the Park Begins." Gracious living, famed cuisine. From $7 single, $9 double, $15 suites.

NORTH CAROLINA

GREENSBORO

Sedgefield Inn. Restful, modern, adjoins golf course. Riding, Tennis, etc. Excellent Food. Amer. Plan, from $7.00. Folder. Louis D. Miller, Manager.

PENNSYLVANIA

PHILADELPHIA

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Moderate rates. Claude H. Bennett, General Manager.

SOUTH CAROLINA

CHARLESTON

Francis Marion Hotel. In the convenient center of America's most historic city. Rates are attractive. Robert T. Rosemond, Manager.

VIRGINIA

VIRGINIA BEACH

Cavalier Hotel and Country Club. Open all year. 2 golf courses, tennis, riding, fishing, heated indoor pool. Roland Eaton, Mg. Dir. Write for Booklet W.

WILLIAMSBURG

Williamsburg Inn & Lodge—Visit the restoration of Colonial Williamsburg. Choice rooms—Moderate rates. Fine food. N. Y. Office, 630 5th Ave. CI 6-8896.

JAMAICA, B. W. I.

MONTEGO BAY

Casa Blanca—on Doctor's Cave Beach. Sunshine all winter. Verandah suites & rooms, cottages, Am. Plan $6 up. Restricted. Folder. R. L. Ewen, Mgr.

MEXICO

TAMAULIPAS

Hacienda Santa Engracia—only 7 hrs. from border on Pan-Amer. Highway. 20th Century comforts amidst charm of Old Mexico. Jose Martinez Gomez.

Dude Ranches

CALIFORNIA

SANTA BARBARA

San Ysidro Ranch. 650 mountainous acres overlooking Montecito & Pacific Ocean. Charming cottages. All sports—American Plan, $8. up. Booklet.

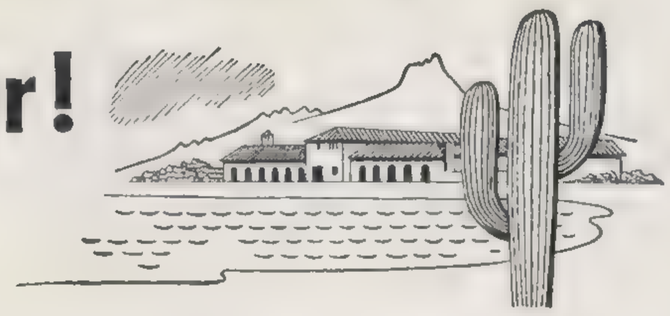
TEXAS

HUNT

Waldemar Guest Ranch—In Guadalupe Mts. 85 mi. W. San Antonio. Riding, tennis. Fine food, relaxation. Season Jan.-Apr. Restricted Clientele. Booklet.

YOU WILL FIND IT OF ADVANTAGE TO IDENTIFY YOURSELF AS A READER OF VOGUE

Here's a new place to go this winter!



Hotel Playa de Cortés at Guaymas, Mexico

The Desert Resort by the Sea—opens Dec. 1

1 RELAX IN THE SUN

Overnight from the Arizona border, Hotel Playa de Cortés offers you modern American comfort in the friendly foreign atmosphere of Old Mexico. You'll enjoy the luxurious swimming pool, in a sunny patio bright with tropical flowers. Hotel furniture is handmade of Mexican hardwoods. Cuisine features delicious seafoods.

2 CATCH A TOTUAVA

You can go out any day in one of the Hotel's modern cruisers and catch more fish than you ever dreamed of (women and men find this equally thrilling). Biggest winter fish is the Totuava, found exclusively in the Gulf of California, averaging 100 pounds in weight. Lobster spearing at night is another popular sport.

3 RIDE ON THE DESERT

Hotel Playa de Cortés has its own ranch, with fine saddle horses. You can go on many interesting rides across the desert, along the seashore and up into the mountains. Guides accompany you for no extra charge. Other sports: tennis, badminton, loafing in the warm winter sunshine, exploring the quaint village of Guaymas.

4 HOW TO GET THERE

Take Southern Pacific-Rock Island's streamlined *Arizona Limited* (above) starting December 15—direct from Chicago to Tucson, where you board through Pullman to Guaymas. Also fine service to Tucson on our *Golden State Limited* and *Californian* (Chicago-Los Angeles through El Paso and the Mexican border country), *Sunset Limited* and *Argonaut* (New Orleans-Los Angeles through the romantic Old South).

Mail This Coupon

O. P. Bartlett, Dept. VO-11, 310 So. Michigan Ave., Chicago, Ill. Please send me free folder describing Hotel Playa de Cortés.

My Name _____

Address _____

City _____

State _____

S·P

The Friendly Southern Pacific

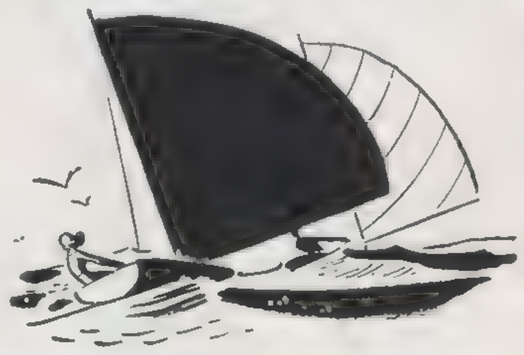
A PAGEANT OF FUN—THE TONIC YOU NEED

Southern California

AND THE ALL-WINTER

SUN FESTIVAL!

Worry, tense nerves, ragged tempers ...more than ever, you and your family *need* release from the added pressure of today's problems. This winter, get *clear away* for a change. Let this all-winter pageant of sunshine and fun restore the energy these times demand.



300 sparkling events—rodeos, fiestas, regattas, parades, sports thrillers—a mammoth cavalcade of things to do and see—all added to the healthful sunshine, the ocean, desert and mountain grandeur of Southern California. It's the winter vacation you'll always remember.

Visit charming Old Missions, see glamorous Santa Catalina, the horse races, big trees, flowering desert resorts, interesting industries of Los Angeles County...oil, movies, oranges, national

defense. And enjoy *in person* the gay night life along the boulevards... the famous eating places, the broadcasts, the previews!

FASTER TRAVEL! Lower costs! Even from New York, Southern California and the "Sun Festival" are just overnight by plane, as little as two business days by fastest train, four to seven by auto or bus. Because Southern California is a *year 'round* playground, costs

average 18.5% under those of 20 other leading U. S. resorts. Accommodations for every taste and budget in Los Angeles, Beverly Hills, Glendale, Pasadena, Pomona, Santa Monica, Long Beach, Hollywood, and other cities of Los Angeles County and its neighbors.

FREE: *New Book Plans Your Trip!*

New unique book, answers all your questions. Lavishly illustrated. Crammed with impartial facts available only

through this non-profit organization. Use this valuable coupon *now,* and get your free copy by return mail.

When you arrive, see our famous Free Visitors' Bureau in downtown Los Angeles (505 W. Sixth Street). Information, literature, 26 services—all free.

All-Year Club of Southern California

Come to California for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; but for tourists, the attractions are unlimited.

This advertisement sponsored by Los Angeles County Board of Supervisors.

Copr. 1941 by All-Year Club of So. Calif.

Early "SUN FESTIVAL" Events

POLO—Tournament Matches During December • ***FOOTBALL***—Rose Bowl, East vs. West, Jan. 1 • ***CHRISTMAS***—Famed outdoor parades, lighting spectacles, concerts, celebrations • ***YACHTING***—Christmas Regatta, Dec. 27-28 • ***RACING***—Santa Anita Park, Dec. 31 to Mar. 16 • ***PARADE***—Tournament of Roses, Pasadena, Jan. 1 • ***GOLF***—$10,000 Los Angeles Open, Jan. 9-12. Many other tourneys.

Write today for free folder.

FREE—MAIL COUPON TODAY

All-Year Club of Southern California
Sec. 11-K, 629 So. Hill St., Los Angeles, Calif.

Send me *free* book with complete details (including costs) of a Southern California vacation. Also send free routing by ☐ auto, ☐ rail, ☐ plane, ☐ bus. Also send free booklets about counties checked: ☐ Los Angeles, ☐ Orange, ☐ Riverside, ☐ Santa Barbara, ☐ San Diego, ☐ Ventura, ☐ Kern, ☐ San Bernardino, ☐ Sun Festival Events Folder.

Name _____

Street _____

City _____ *State* _____

(Please print name and address)

Royally tailored Grace Ashley* shirtwaist dress. A good traveler, smartly at home wherever you wear it. In winter pastels or street colors. This time in wool jersey with brilliant jewel-colored studs. Sizes 10 to 42. $25.

grace ashley *New York, 743 Fifth Avenue*
St. Louis, 4904 McPherson Avenue

Marshall Field & Co., Chicago; I. Magnin & Co., Cal.; Neiman-Marcus, Dallas; Burdine's, Miami
And other fine stores throughout the country. All originals bear Grace Ashley labels.

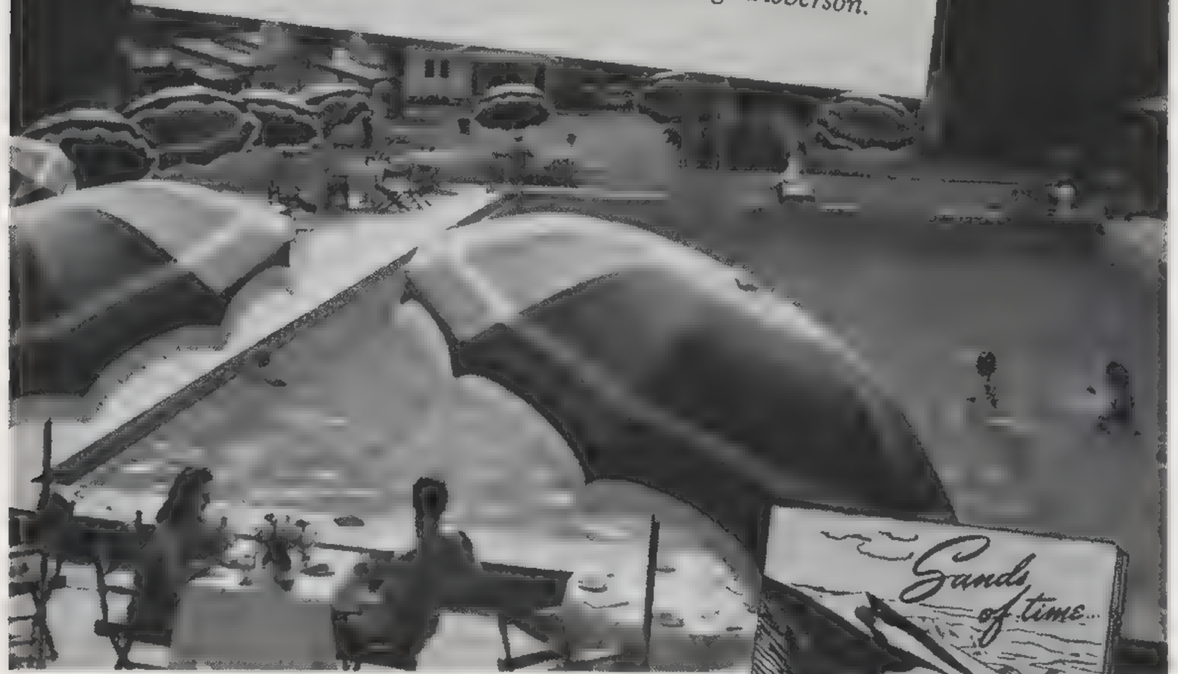
*Reg. U. S. Pat. Off.

It's desert time!

TURN to the golden balm of desert sunshine . . . with America's most distinguished winter colony. Carefree days of healthful relaxation . . . all sports and a gay panorama of events for your entertainment. Outdoor swimming pool, championship tennis courts, badminton, archery, skeet, polo . . . scenic bridle trails, and all grass golf course adjoining the hotel grounds.

The DESERT INN

33rd season under original managing ownership of Nellie N. Coffman, Earl Coffman, George Roberson.



SEND FOR FREE MAGAZINE: *Beautiful 36-page pictorial book,* "SANDS OF TIME" *Write Department A, The Desert Inn.*

PALM SPRINGS, CALIFORNIA

Seniors!

Here's your last chance to enroll in

VOGUE'S 7th Prix de Paris

Don't watch others scale the heights while you stand with your feet on the ground. Here's the final opportunity to climb the ladder that leads to a prize, a job, success. Fill out the entry blank below, and send in your answers to the first Prix de Paris quiz by November 20th. Answer either group of questions.

FASHION

1. In about 250 words, sum up the new fashion picture for autumn and winter 1941. Base your conclusions on the September and October issues of Vogue.

2. Write a paragraph of descriptive copy in the manner of "Vogue's Address Book" using local shops, dressmakers, services, for the basis of your copy.

3. What shoes seem to be replacing the saddle shoe on your campus? Do you like them as well as your saddle shoe, and do you think there is a new shoe trend among college girls? Discuss in about 200 words.

4. On pages 64 and 65 of October 1 Vogue, there are two colour photographs. Using approximately the same space as now used, re-write the descriptive paragraphs under them, focussing the interest on the clothes.

NON-FASHION

1. Re-write the Prix de Paris advertisement in October 15 Vogue. Do you think this is an eye-catching, action-compelling advertisement? Discuss in 150 words.

2. In the manner of "Vogue Covers the Town", describe three campus gathering places that you like.

3. If you were given a check for $75 and a three days' vacation at Thanksgiving, describe two places you would like to visit (and could visit for $75 each). Use about 100 words for each.

4. In about 250 words, write a descriptive vignette of the biggest autumn event on your college calendar.

Vogue's Prix de Paris, 420 Lexington Ave., N. Y.

Please enroll my name as an entrant in Vogue's 7th Prix de Paris contest, and send me a copy of the rules.

NAME_____

COLLEGE ADDRESS_____

HOME ADDRESS_____

CITY_____ STATE_____

V-11-15-41

Koret's crocodile bags his own skin!

Koret's Crocodile emerges triumphantly for yet another season of elegance. When again? Who knows? The superb quality of crocodile used exclusively and insistently by Koret—polished—gleaming—supple—magnificently marked is already a rarity. Today, now, you may choose from one of the most exciting crocodile series ...in color...in design...ever fashioned by Koret. Your crocodile bag, like all Koret handbags, will accent your elegance for years to come.

Are You

UNDER-*corseted?*

OVER-*corseted?*

You must admit that you have worn corsets that were a little tight or a little loose. • Now, Flexees adds to its famous 7 Basic Figure Types, the all-important "Tensile Element" in the fabric, giving you *just the right amount* of corseting your figure needs. • Your Flexees *now* has a balance between the weight of your figure and the amount of fabric control you require. Do experience this new thrill in corset comfort and figure loveliness. • *See your favorite corsetiere... now.*

FLEXEES

"Balanced Corseting"

Girdles and Combinations $5.95 to $15

(slightly higher in Canada)

FLEXEES • 417 FIFTH AVE. • NEW YORK

THE WORLD'S LOVELIEST FOUNDATIONS

To unriddle your
Christmas-giving puzzle

200

Sparkling Gifts

coming in
December 1 VOGUE

Gifts . . . with a special, shining aura of excitement about them
Gifts . . . that symbolize Vogue's world of fashion and beauty
Gifts . . . to elevate you into the rôle of a Santa Claus-who-knows

50 FEMININE GIFTS UNDER $10, PHOTOGRAPHED IN COLOUR
150 OTHER GIFT IDEAS (25 FOR THE-MEN-IN-YOUR-LIFE)

200 original, Vogue-chosen gifts, coming to brighten the pages of December 1 Vogue and the outlook of Christmas shoppers-in-a-quandary. Gifts to make this Christmas memorable for everyone on your list. Gifts to save you time, money, and mistakes. Gifts to send in the glow of knowing that—whether you give a fabulous jewel, a charming bauble, or a classic standby—it has a flair of fashion, a sophistication and manner that bespeak the inimitable hand of Vogue. You'll find all of these Vogue-inspired gifts on sale in 108 stores across the country; in shops eager to make Christmas-giving easy and successful for Vogue readers.

DECEMBER 1 **Vogue** **CHRISTMAS GIFTS • FASHIONS FOR HOLIDAY PARTIES**

At your newsstand November 25

ACCESSORIES

ACCENT ON ACCESSORIES—Handbags, costume jewelry—original and distinctive—add smartness to your fall clothes. Pay us a visit or write for descriptive folder. Ethel Stiffson, 461 Park Ave. (57 St.), N. Y.

ALL OCCASION PACKAGES

ALICE H. MARKS fascinating arrangements of unusual candies & goodies. In gay holiday trim; chests 4.50 up; packages 3.50 up. Special suggestions for special people. Mail & 'phone orders. 6 E. 52 St., N. Y. PL 3-7282

ALL SERVICES

ONE PHONE CALL solves household problems. Furniture, walls, floors redone; curtains & draperies hung; rugs cleaned; chairs caned; painting; lighting systems. Albert Home Service, 1020 Lex. Ave. BU 8-5224

ANTIQUES REPAIRED

HAD AN ACCIDENT? Never mind, Gem experts will fix art objects, take dents from art objects, tortoise shell, gold & silver, install new brushes, combs. Keepsakes preserved. Gem Specialty Co., 10 W. 47 Street, N. Y.

BAGS

A. L. WORKMAN—An old established firm, well skilled in making fine leather, brocade and silk bags. Needlepoint, petit points mounted. Large assortment of frames. Expert relining, repairing. Rm. 803, 424 Madison Ave., N.Y.

BEAUTY CULTURE

HAIR FREE ARMS AND LEGS. Root-out. Removes superfluous hair from below the surface of the skin. Odorless, non-injurious, requires no heating. Marian-Suzanne, 18 W. 57th St., N.Y. Free consultation. Tel. CI 7-5693

ARE YOU 16 OR 60? Modern nonsurgical method aids in correcting lines, surface pimples, blackheads, pores, etc. Physician, Licensed Pharmacist attending. Free advice. Skin Culture Institute, 545-5th Ave., MU 2-0516

DON'T let your face down! My miniature facial iron will help smooth away your facial cares. An exclusive treatment to give you that "Lift" into the winter season. Jane Hammond, 645-47 Madison Ave. EL 5-3207

FACE FACTS—Clogged pores can be properly cleared at Evelyn Garfield's Salon. She has brought health and beauty to countless faces. Eighteen years devoted exclusively to the skin. 724 Fifth Avenue, N. Y. CO 5-4949

BRASSIERES

NO TWO BUSTS ARE ALIKE—J. BERLE from Paris is in New York with the world famous, custom made brassière—individually designed uplift and French workmanship. Year guarantee. 20 E. 57th St. PLaza 9-4262

CATERING

CATERING BY ROBERT DAY expands mood amid exquisite settings. Estimates scaled to your plans. Famous Birthday Cakes—booklet. Dean's Confections. In town, Dessert-A-Day Home Service. Wkly. List. 170 E. 73 St.

CHILDREN'S WEAR

NATALIE, INC. NOW AT NEW SHOP, 749 Madison Avenue, RE 7-4026. Showing winter line of coats and dresses. Party frocks a specialty. Grown-Up Shop and office still at 108 and 110 East 57th Street, New York

CHINA & ARTWARE

"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

CHRISTMAS CARDS

PERSONAL ENGRAVED CHRISTMAS Cards in exclusive designs, magnificent assortment. Will be delivered anywhere. Write for samples at once. Everett Waddey Company, 5 South 11th Street, Richmond, Virginia

CLEANERS & DYERS

CRISP & CLEAN AS AUTUMN'S AIR. That is the way your wardrobe and household fabrics will be when cleaned by Artclene method. No shrinkage or fading. Mail orders. Artclene, Inc., 1039 Madison Ave., N. Y. BU 8-0995

CORSETS

MISS ELEANOR, INC. Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exquisite materials and workmanship. Moderate prices. 4 East 53rd St., New York. PLaza 3-4962

CORSETS (Cont'd)

AGNES MALONE. Creator of fine corsets. Custom-made garments. Expertly fitted. Perfect figure control. Also, brassières and lingerie. Only quality, imported materials used. Phone CI 7-4431. 19 W. 56th St., N. Y.

NINA-FAY Foundations, Inc., enable all women to flatter frocks. Garment corrects faults of figure, posture, weight; moulded to individual by patented method. Stage, radio clientele. 16 E. 50th St., N. Y. Tel. EL 5-8019

IDA GORDON invites you for a personal interview to solve your figure problem. Custom made corsets, corselettes and brassières. Your favorite French corset expertly copied. 665 5th Avenue, Suite 914, New York City. EL 5-8009

COSMETICS

SALLYE HARMER COSMETICS are sold in the comfort of your home. Individualized cosmetics made fresh every day and sent direct from the laboratories to patrons all over the country. Experts on Skin are our sales persons. Would you like to learn? Dignified way to earn money. Liberal commissions enable you to become independent. Territories are more valuable each day. Complete information, write Sallye Harmer, Lansdowne, Pa. Dept. 10

CUSTOM SHOE REMODELING

B. NELSON, INC.—Lengthen short shoes (not by stretching)—widen; re-fit; handsole your shoes over their original style last. Redye any color. Suède changed to leather. Mail orders expertly handled. 10 E. 39 St., N. Y.

DELICACIES

VENDOME—Specialists in Russian Caviar, Cheese in Wine, Brandied Fruits, Turtle Soup, Salted Nuts, Bon Voyage Baskets. Large assortment of all fine table delicacies. Write for Catalogue V. 415 Madison Avenue, N. Y. C.

CALIFORNIA Fruits in Liqueurs—Six 10-oz. jars in redwood "Treasure Chest"—brandied dates, cherries, apricots; prunes in rum; oranges in grenadine. $4. exp. p.p. Bklt. Fox Shoppe, 438 El Camino, Redwood City, Calif.

PENNSYLVANIA Jellies in pottery gift jars. Jars now a collectors' item. Large variety of wild fruit & herb jellies. Wrapped as gift, 3 jars $1; 12 glasses $3.25, plus postage. Franey Johns, 719 Diamond Blvd., Johnstown, Pa.

TASTEFUL AND TASTY SEASONINGS, easy to use, attractively packaged. Our home-grown herbs make dishes deliciously intriguing. Perfect gift for the friend who has everything. Folder. The Herb Farm, Chester, N. J.

WILD RICE—A rare and delicious Northwoods delicacy prized by sportsmen and gourmets as main dish or with wild game. 1 lb. $1. (6 lbs. $5.) postpaid. Indian Maid Wild Rice Co., 301 N. 7th St., Mpls., Minn.

COLE'S—delicious chewy chocolate caramel balls, with toasted almond centers, America's most amazing quality candy surprise. In artistic 1, 2 & 3-lb. tins. $1.75 lb. Prepaid E. of Miss. Cole's, Confectioners, Richmond, Va.

HOSTESS RARE HORS D'OEUVRE KIT. With 4 tubes of unusual Smoked Oyster Pâté and box of 60 crunchy Rye Wafer-Bricelets, from old French recipe. $1.75 Prepaid. Dutchess Food Specialties Co., 1945 Park Ave., N. Y. C.

TERRAPIN—"A SOUTHERN DELICACY". Ready to heat and serve. An entrée or supper dish. Juniata $6.50, Diamond Back $9.50 a quart. Serves six. Mrs. Richard Reese, 1901 Rockford Rd., Wilmington, Del. Phone 2-0935

SERVE MARRONS as dinner delight—Classic confection of imported chestnuts in brandy, rum, vanilla syrup or candied as Marrons Glacés (Gift Box). 6 oz. $1.00. 13 oz. $1.85, p.p. Order Dept., Raffetto, Inc., 44 Hubert, N.Y.

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JEEVES OR MATHILDA at your service, for tonight's party, or for a permanent niche in your household. To find experienced domestic employees call Miss Brinkley's Placement Agency, 1 West 47 St., N. Y. C. BR 9-5840

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FASHION SHOW MODELS AND ORIGINALS $8 to $24.95. Fresh, new fashions from the better makers. Many are originals at half usual cost. Browse around. You'll make a find. 9:30 to 6:30. Olive Brooks, 740 Madison Ave., N.Y.C.

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Vogue's ADDRESS *of shops*

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City, and we will try to find it for you.

HATS FOR YOU. All in pink is the little hat shop run by Madame Emmé, at 21 East Fifty-Sixth Street. Madame has an enthusiasm about her hats that is contagious, and she will carry out any scheme that may be dear to your heart. For instance, she will work on your own material, will make up a hat of that extra bit of tweed, to match your autumn coat, giving you that covered-up look.

In her current collection is a group of woollen hats, soft, warm, and very wearable. One, all done in swirls of black wool that look like coiled springs, has a petunia-pink snood—perfect worn with a Persian lamb coat. Emmé's prices range from $12.

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DRESSMAKER FOR DESIGNING WOMEN. We specialize in carrying out your ideas or creating clothes to your individual taste. Altering and remodeling Prices moderate. Fannie Tweedy, 65 E. 55th St., N.Y. PLaza 3-3699

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BOOK *and services*

EXILES. From the Low Countries, from Scandinavia, from all over Central Europe, have come the refugees who work in, design, and even cook for the little shop, aptly called Trade Winds, Inc., at 56 East Fifty-Fifth Street. You'll find here all kinds of amusing trivia, and, best of all, prices are pleasantly mild. For a week-end hostess, there are wonderfully gay breakfast sets, some with appliqué patterns, others of hand-blocked linen. And there are beguiling baby presents, a glass picture-frame, with painted festoons of flowers, tumbling infants, and The Cherub's vital statistics (birthday, weight, and name) tucked in among the roses.

The Trade Winds' food department, incidentally, is stocked with such specialties as spice-cake, also known as *Lebkuchen*, wafer-thin *Oblaten*, and Viennese candies—all made in America.

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PARTY GIVERS OR GUESTS adore our Glass Snack Jar (Plated Cover)—big enough for Cocktail Biscuits. Gift Wrapped $5. p.p. Decorations & Gift Selections by Princess Obolensky—Temple's, 518 Madison, New York

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HATTIE OSTER is the "little milliner" you've dreamed of finding. Individually designed hats of fur, or dyed-to-match felts, for all ages. $12 up. Hattie Oster, Suite 1415, 515 Madison Ave. (53rd), N. Y. EL 5-7757

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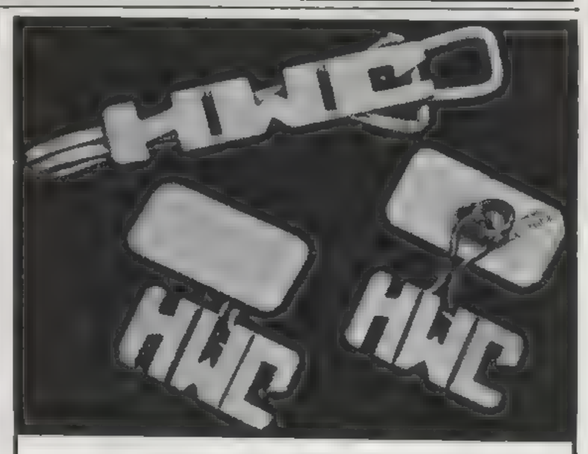

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The Yeoman of the Guard or Beefeater, from Liberty of London. Authentic Tudor dress. 9½ inches. **$7.50.**

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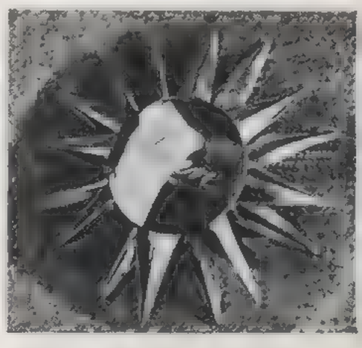
Shop

Shimmering Black. The black-mirror polish of fine broadtail makes an evening coat that is far from shadowy and unobtrusive. This is black that is exciting, lively. The black that's adventure. The black that will wrap you and your slim dinner dress in great elegance.

Unadorned broadtail, in the unadorned wrap-around evening coat, is the idea of Alfred Rainer, a European furrier who has recently opened a shop at 17 East Fifty-Fifth Street. He's lined this slender column of a coat with rustling-stiff, cyclamen taffeta, and slashes of it show when you walk.

Mr. Rainer's lush and lovely creations are invariably beautiful to behold. Do ask him (Just for Your Memories) to show you the ermine-lined sable stole and sable muff—fabulously Edwardian, prodigal with skins—which belonged to a Royal Personage.



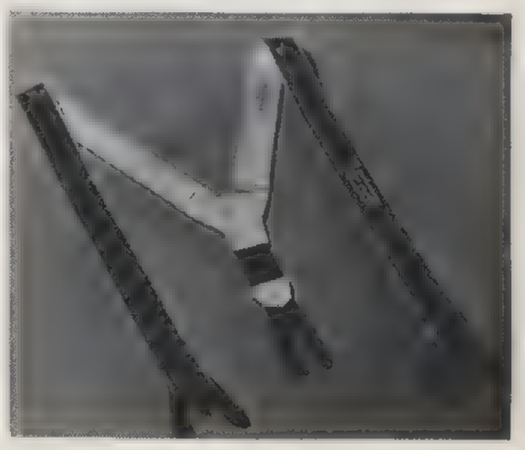
To Helen With Love. You don't have to be Helen to wear this gay little sunburst pin. It's made of gilded metal, as were the antique mirrors from which it has been copied. (And though the design is eighteenth century, the price is definitely 1941.) You can pin it on your own coat lapel for a mere $1.95. This includes engraving your name right across the sun, and also postage if you happen to live out of town.

The people who made this, Art Colony Industries, Inc., at 69 Fifth Avenue, are specialists in brass work—we fell in love with their brass door-knockers, also copied from antiques.

With Flowers. A thought for a forehanded Christmas shopper is this light peach bath set, initialed in two shades of blue and garlanded in tiny flowers. The set—two bath-towels, two wash-cloths, and a bath-mat—comes from William Coulson's (730 Fifth Avenue). It costs about $12.

Braces are safe as a man's gift can be. The touchy matter of Man's Taste vs. Woman's doesn't enter into the picture. And Size doesn't rear its ugly head at all. (Besides, he can always *use* them.)

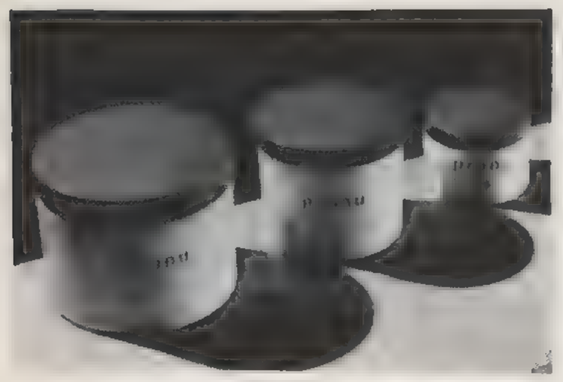
Sulka takes braces one step beyond all this, by making braces good-looking, too. We show a pair made for evening wear, of black silk moire, faced by white ditto; $7.50. Embroidered monograms are $1.25 to $2.50.



This shop, at 661 Fifth Avenue, has another early Christmas idea: twin silk foulard dressing-gowns, called Mr. and Mrs. These have all the Sulka attention to cut, and would be lots of fun for a husband and wife to give each other. ($85, each.)

Hound

Gives Thanks



The Earth and the Dew are the poetic prescription DoNu Edmond makes for your beauty.

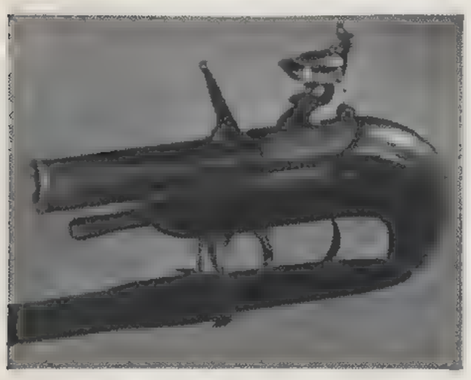
This Yoga cosmetician (famous for the perfection of his hair-colouring) has bent his Indian-trained chemistry to creating three new creams. The first (The Earth) is a clay-cream, applied with water, which acts as a cleansing masque. This frees the skin of surface impurities, makes it ready to receive the second cream (The Dew)—a balm, light enough to keep the pores free.

The last member of this trio is a light foundation, which will still allow your pores to breathe. (8 East Fifty-Sixth Street.)

With Your Furs, a pretty, light little hat is the pleasantest.

Above the bulk of a fur coat, you need something as airy as this Watteau-inspired confection, designed by Regina Rudolph. *(It's* $18.50, and *she's* at 16 East Fifty-Second Street.)

We like it (more than somewhat) in a pastel purple. In a felt so soft and fine that it feels like a bit of cloud on your head; so fine that it can be braided pliantly on the crown, and doubly flared.

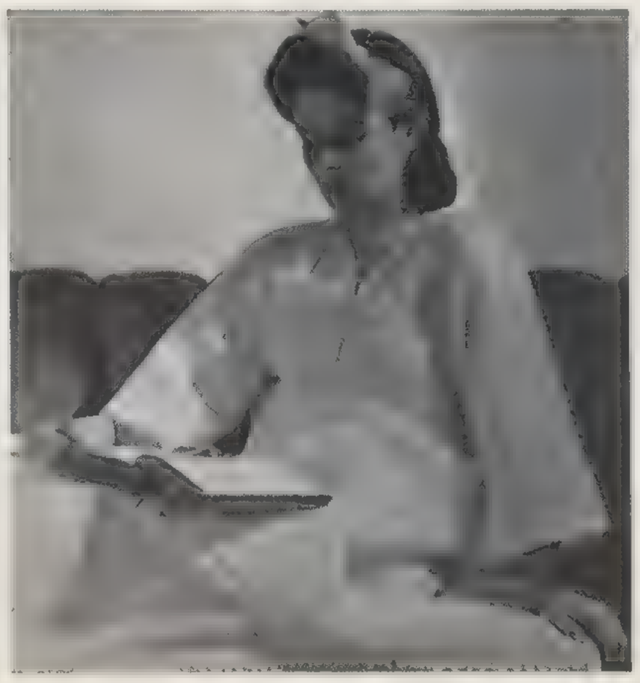


Quick on the Draw is the cigarette that's been set to this lethal-looking Dunhill lighter. (That's all it is, pardner—a table-lighter. You can put your hands down now.)

A good, high flame, none of your uncertain flickers, is produced when you pull the trigger. The lighter is a handsomely-made reproduction of the flintlock used by Alexander Hamilton in his duel with Aaron Burr. And it would be good to give a man for Christmas, or to give your favourite country house. $5.50, postpaid, at Malcolm's House and Garden Store, 524 North Charles Street, Baltimore, Maryland.

Waffle Warm. If you're addicted to reading far into the wintery night, here are two woolly friends—a bed-jacket and a coverlet—for you to treasure. Though they're light as air, they're made of pure wool; will protect you from even the iciest blast.

Both of these come from Fleer Associates (Suite 919A, Merchandise Mart, Chicago), and, appropriately enough, it seems to us, are made in a waffle weave. You may order them in pastels, good-enough-to-eat pinks and blues, or in any of nine colours, including a handsome shade of rust. The jacket, at $4.95, the coverlet, at $7.95, are the kind you'd like to have, as well as to give.



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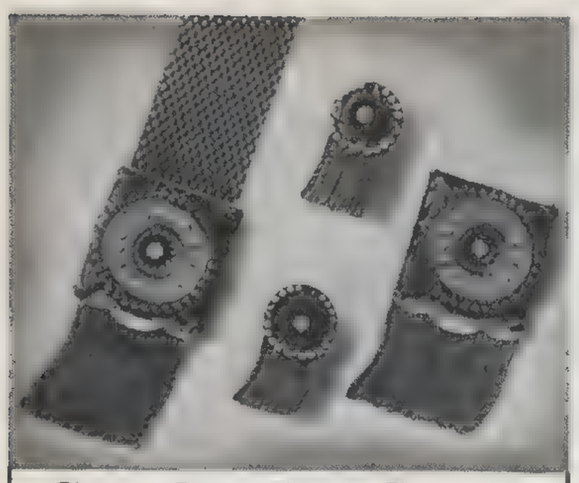

Grandmother Jewels
Elicit Envy!

THESE venerable beauties softly glow with ageless charm. Their gold-coloured design embraces an enchanting circle of turquoise enamel with a setting of seed-pearls (pretender). Gilt fringe hangs gracefully. Classic for Christmas! Bracelet, with flexible mesh strap, $10. Pin, $7.50. Earrings, $5. (Plus 10% Federal Tax).

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A nice handful of pennies, representing the mail orders received from just one small ad (the size of this notice) in Shop Hound. The product? Knitting needle cases of exclusive design.

* * *

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VOGUE'S
Shop Hound Department
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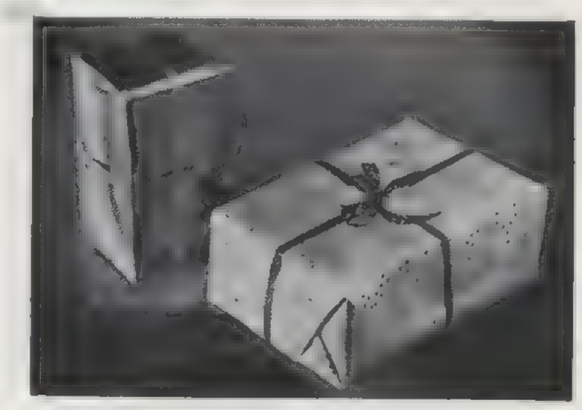
Shop

At Ease Clothes are really the least haphazard to make. Not for them, the quick stitch, the inspirational drape. Good at-ease clothes must be as meticulous and as correct as a problem in higher mathematics. And their materials must be as painstaking as their making.

The shop of Casual Clothes was founded (and is flourishing) on this philosophy. And if you want a country jacket, the dream sports shirt, sleekly-fitted slacks—do go to 745 Madison Avenue. They make all these, and beautiful suits besides, to your order. And they will, too, conjure up just the right accessories (including shoes) for each costume. We illustrate all this with English-covert slacks: $30; and a jacket of hand-loomed tweed: $85. The belt, the sandals, the shirt are theirs, too.

Has Your House Moods? Why not change them with the subtle change of a fragrance? It's what you do to yourself, with your own perfumes. And it works as well with a house.

Fragrantaire is the name of a magic house perfume, which you put in a small clay holder to diffuse. A four-ounce bottle and this rosette, packed for Christmas, are $1; 381 Fourth Avenue. "Mountain Pine," "Spice and Herbs," floral odours.



Wrap It Up, Please. It's almost as easy as that with Tie-Tie—the attractive package of Christmas wrappings which are planned for close harmony.

In one small package, you get an assortment of papers (any of which may be combined with each other, if you're in the two-paper whizz class); and all of which can be combined with ribbonette to harmonize, or with tags and stickers to ditto. It's a package wrapping ensemble, you see.

There's a folder, too, in the package, to show you about those rosettes and other professional-looking package assets. All this for $1 at Agnestrong, 19 West Eighth Street.

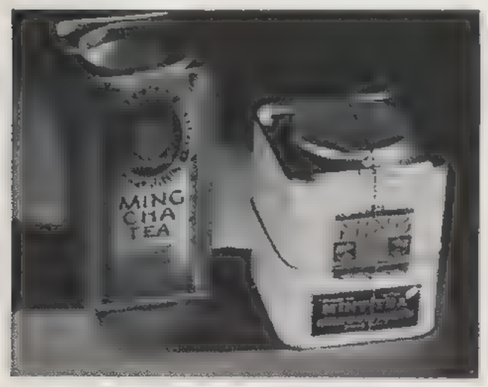
Inhale, Deeply. If you still have any fine old brandy lurking around in your cellar (lucky you!), or if you are (in a surprised and pleased manner) getting acquainted with our own native brandy, look twice at these.

They're a new kind of brandy inhalor, moulded, appealingly, in the shape of hurricane-lamps. They are as tall as the classic French inhalors, and almost as big around at the bottom of the glass. Bar Mart, that shop dedicated to making your entertaining both simpler and better-looking, has these; $9 a dozen. The address: 56 West Forty-Fifth Street.

Hound

Gives Thanks

Three Little Kings march across this beguiling Christmas card, a water-colour painted by Tino Nivola (92 Fifth Avenue). He'll paint some for you—provided you order at least five—for $1 apiece. These cards, each of them different, are nice to keep and frame after the holidays. They're particularly amusing hung in a little line; a miniature art gallery.

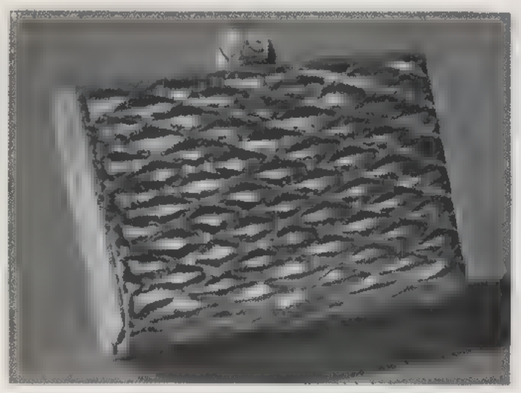


Two for Tea, and two teas to choose from. One, Ming Cha, known as the tea wine, costs $1.50; and Ming Mint, with its fragrant mint flavour—almost a non-alcoholic julep—is $1.

Both come from Robert W. Kellogg (38 Hillman Street, Springfield, Massachusetts).

Flowers, Birds, or Fruits, you can pay your money and take your choice of a group of prints at Yamanaka (680 Fifth Avenue). They're just the right size for most apartments—13½" x 16½"—only cost $3, and seemed to us perfect Christmas presents. Done in the Oriental style, these prints are hand-blocked reproductions of water-colours, are so faithfully executed that you can see the artist's brush-strokes.

We fell in love with a wonderful pair—two versions of camellias—one a single red, the other a double flower, also red. They come pleasantly framed in natural wood.



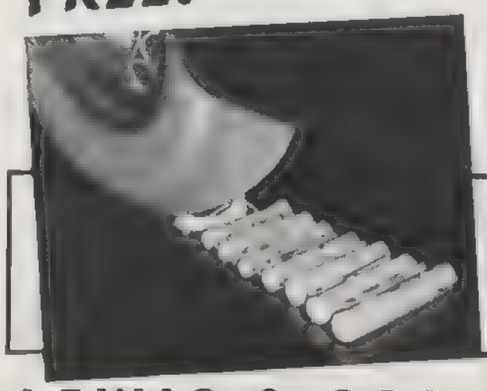
Quilted Kid, not you of course, but this evening bag from Arnolds (534 North Michigan Avenue, Chicago). The gold and silver kid is quilted in a deep geometric pattern; the bag opens so wide there's no need to skirmish for your key; and the price is $10.50. All good news indeed.

Keep It Even, is a good rule for house temperature, and these "Easy-to-See" thermometers, with their enormous figures and revolving clock-hand, make the whole business a cinch. Made of translucent plastic by Precision Products (26 Bedford Street, Waltham, Mass.). Six colours; crystal is our favourite. $1.

This Steer Went to Market and never came home. Instead he became this handsome lighter and cigarette-box, at Lambert (Sixtieth Street and Lexington Avenue). His light tan hide is now transformed into a series of flat rings, piled one on top of the other—like poker-chips—they would be fun on a man's desk. The lighter costs $7, and the box is $9.

VOGUE STUDIOS

FREE! LEWIS & CONGER'S Christmas Book of Original Gifts



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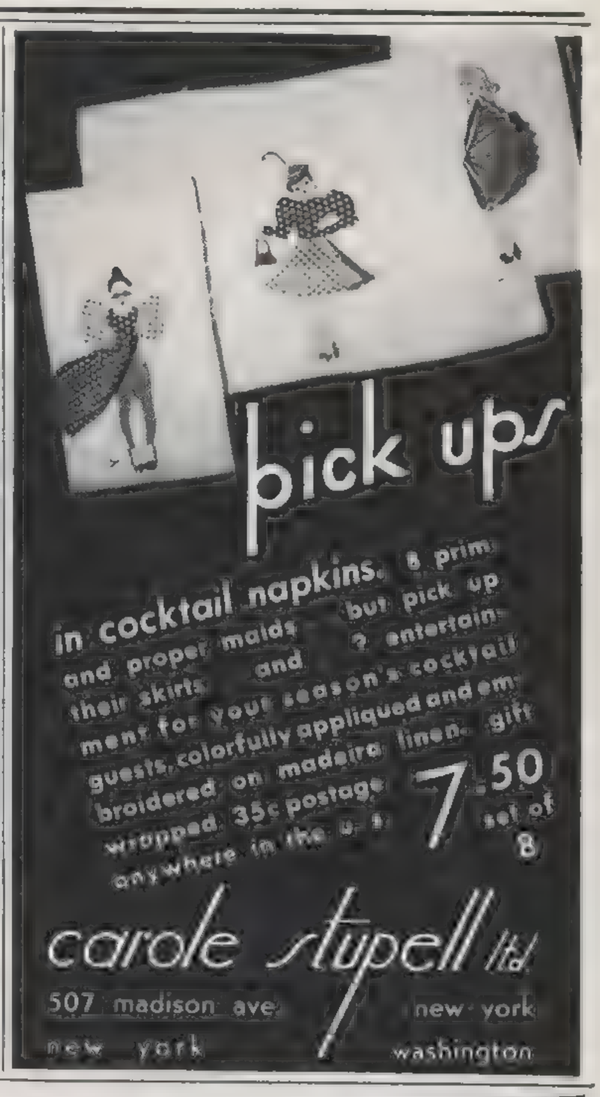

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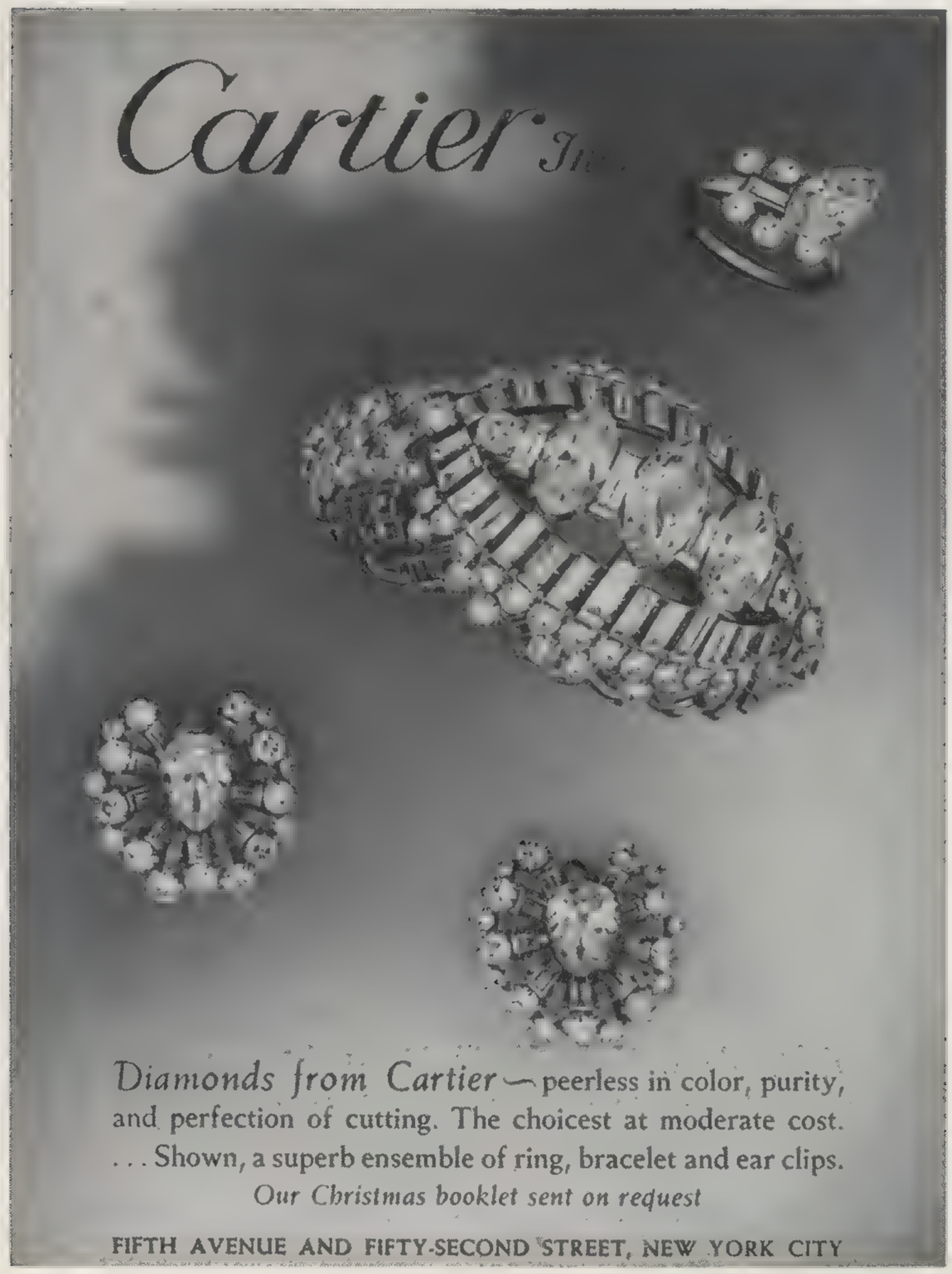
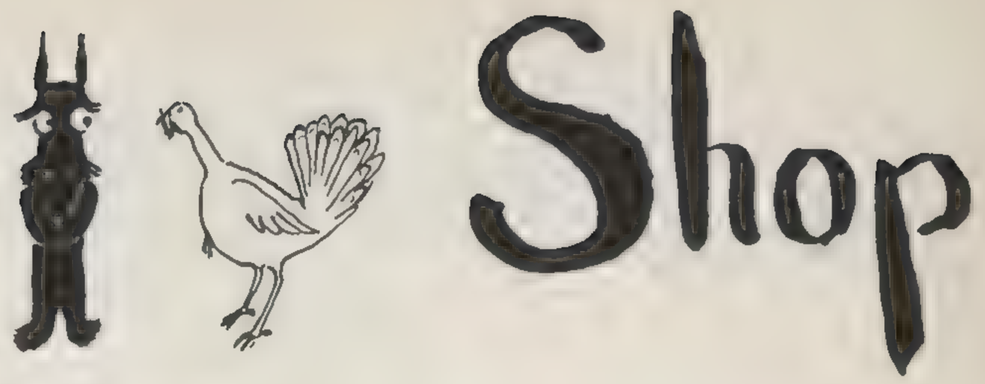


Diamonds from Cartier ~ peerless in color, purity, and perfection of cutting. The choicest at moderate cost. . . . Shown, a superb ensemble of ring, bracelet and ear clips.

Our Christmas booklet sent on request

FIFTH AVENUE AND FIFTY-SECOND STREET, NEW YORK CITY



Come What May, here is a hat that can take it. No matter when you want to wear it—either in the morning for that important committee meeting, or late afternoon for tea *à deux* at the Ritz—this little mink sailor seems willing and able to fill both these bills pretty attractively.

Its brown rayon jersey scarf draped about your throat gives a wonderfully fragile look. A good combination—both tailored and feminine all in the same breath. (And why not?.... after all the hat is called George Sand after that famed nineteenth-century lady protagonist of tailored clothes.) Fred Lacome, 19 West Fifty-Seventh Street, makes this. It costs $37.50, which isn't high for a mink hat.

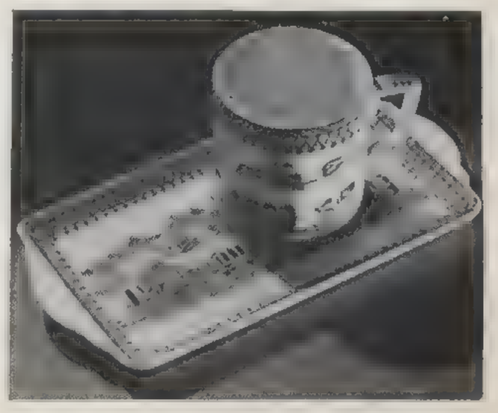
Gallant Wings. There are wings printed on the gay challis scarfs now being sold by Wings For Britain (215 St. James Street West, Montreal, Canada).

These scarfs come in several bright colours (our favourite has a wonderfully clear yellow border), and sell for $1. And what is more important, the proceeds from these one-dollar sales go to buy a Spitfire for Britain. The scarfs are really huge squares, good to stuff in the neck of a sports suit, for country wear as a head-kerchief or tied as a gipsy knapsack to carry feminine geegaws.

Watching His Flock. Though this stocky English shepherd, tenderly holding a lamb, is only a doll, he's as authentic as if he were the guardian of an enormous flock. He's one of a group of wooden dolls designed and made by Jean Oliver (242 West Fourth Street), and, for $8.50, he's yours. (This would be an ideal present for children of any age from eight to eighty, provided, of course, you can bear to part with it.)

Our shepherd is only one in this amazing doll collection. Miss Oliver is really a perfectionist and her dolls have a down-to-the-tiniest-detail degree of accuracy. Her John and Priscilla Alden wear proper New England dress, as befits this Puritan pair. The Gloucester fishermen have clothes rugged enough to withstand the bitterest Sou'wester. And the African native girl wears clothes dyed according to tribal custom.

After-theatre Snacks are easily served with the help of this combination beer mug and tray. The tray, it's your plate and coaster as well, is big enough for man-sized sandwiches, and the mug will hold a whole bottle of beer at one fell pour.



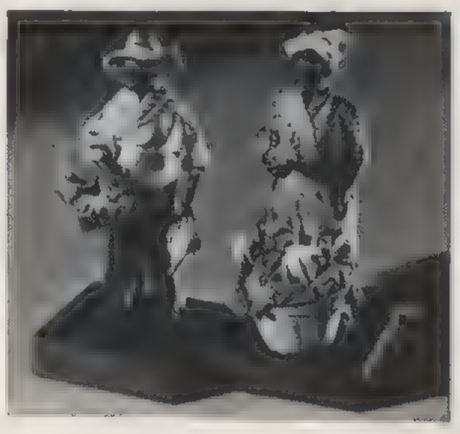
Made of gay English pottery, decorated with antique trains of 1800 vintage, chugging around the mug and across the plate, these are useful either to give away or to keep for your own ménage. They cost $3.50, come from Sally Plunkett (640 Madison Avenue).

Hound

Gives Thanks

Victorian Antimacassar. Bertram Coppock (in case you haven't heard) is a gay young man who works in a pleasant little lair at 45½ East Sixty-First Street, thinking hard about hats.

What happens is never usual. And his latest whimsies are hand-crocheted woollen doilies. There are three sizes, depending on your coiffure. (We have photographed the middle-size, or Mamma Bear.) You might want to know that they are comfortable and becoming—and prices are from $7.50 to $14.50.



New Orleans Street Cries. These dusky enchantments are wax figures of New Orleans Street vendors.

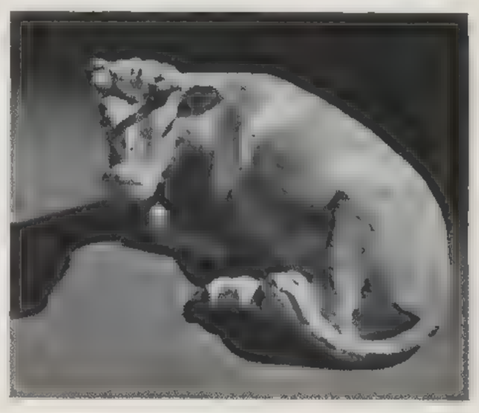
There is a whole series of them at Velvalee Dickinson's (718 Madison Avenue), each one with a specialty. *Our* two have, at the left, chickens; at the right, vegetables. And each is dressed in a waxed cotton costume.

They're $2.50 each—and fun!

A Dinner Hat for a dinner-suit, of sleek tailored lines. Or, since it is wool jersey, you might want to wear this hat with one of the new evening sweaters.

It's white jersey, banded in red-and-gold stripes. And there's a little rim of whatever fur would best suit you. It sits close to the head, and is draped over the hair at the back. ($22.50 for this.)

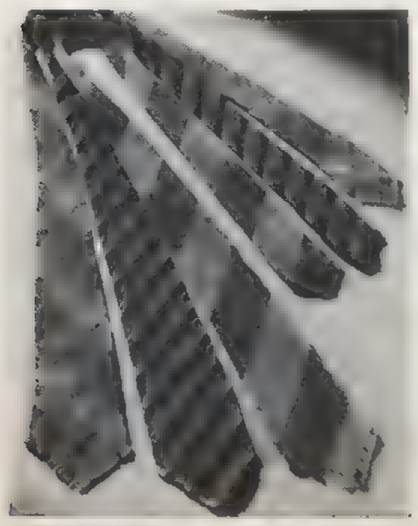
Mago Hayes, at 800 Madison Avenue, thought this one up. She has a shopful of good ideas, to make to your order. And she loves designing especially for you.



Contented. This bland cow is one of a group of terra-cotta animals, now stabled at Rena Rosenthal, 485 Madison Avenue.

All of them are coloured *au naturel;* this bossie is a soft brown and white. Our next favourites are some sleeping Dalmatians (handsomely spotted) and some rather alert sheep. Prices range from $6.75 to $12.50; and the cow is $7.50.

These figures would be charming singly, or in pairs, but, we warn you, you're likely to want a whole collection.



VOGUE STUDIOS

To wear in the country these soft, squashy woollen ties should be more than acceptable as a present to the most particular, verging on the difficult kind of beau. They're made in New Mexico, by McCrossen Textiles, and are sold at the Old Mexico Shop in Santa Fe.

They're made of hand-loomed tweeds in brilliant (but not gaudy) colours, and wild (but wearable plaids) and cost $1.50 each.

ERMINE for EVENING . . . A dazzling wrap with spiral-bordered sleeves and front. $1200.

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about 150.00

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NOVEMBER 15, 1941

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VOGUE COVERS THE TOWN

A romantic guy

There's an almost sure-fire sentimental punch to the music Eddie Davis plays at Larue. This, undoubtedly, is one of the three vital factors which account for the way the place perennially packs them in. The second is Larue's undeniably superb food. And the comforting lack of photographers' flash-bulbs makes for easy, genial, relaxed fun.

Coaching days

Though there's a pseudo Normandy look to the façade of the Red Coach Tavern, don't let it throw you off; there's absolutely nothing phony about the cooking here. The Tavern, at Closter, New Jersey (it's only a half-hour drive from town), is a perfect destination for one of these diamond-clear autumn nights.

The place is run by a former French naval officer and a motor-racing champion of Europe. Inside it has a warm look, with plenty of open fires, shining copper pots and pans, and an amazing collection of racing trophies lining the walls.

Besides excellent food—the *steak au poivre*, with its blanket of whole pepper, couldn't have been better—there is a good *carte de vin* to choose from, including several excellent American wines.

They painted, too

Over a hundred pictures, drawn and painted under blitz conditions by the artists serving with London's auxiliary fire fighters, are on exhibit at the Museum of the City of New York. These English men and women fought the fires at one moment, and when they were relieved of duty, took up paint and drawing paper, recorded the lurid terror of blazing London.

And despite the fact that their city was burning, their country devastated, their lives in danger, the pictures have in them little emotion, no sentimentality, no exaggerations. They are, in fact, marvels of understatement.

In mirrored walls

A little jewel-box of a restaurant, called Le Pavillon, at 5 East Fifty-Fifth Street, opened about a month ago. It's run by one of the world's best head waiters, Henri, formerly of Armenonville in the Bois, more recently of the French Pavillon at the ex-World's Fair. (That explains the name.)

The whole place is done in antiqued mirrors, with red plush banquettes, rococo lights on every table, and even the little red footstools for a solicitous waiter to slip under Madame's feet. The food is excellent, and we promise you that nothing pleases Henri more than to prepare something specially for you. (It doesn't have to be a flambé-ed dish to get his personal attention.) Everything at Le Pavillon is à la carte—except a special luncheon that lets you out for $1.50. The prices won't be anywhere near as steep as those at the Fair, however, just in case you were having unhappy memories of some of those national-debtish checks.

Two shows

Primitive, sharp yellows and reds, from the hot palette of Miro; muted colours, fine line-drawing by Dali—both can be seen in two separate shows running simultaneously at the Museum of Modern Art.

Among the sixty Miros exhibited, some of them large murals, are many works never before seen in New York. And the Dali show includes his latest, as well as his more familiar canvases—"The Persistence of Memory," with its languid, world-weary watches.

Noblesse oblige

The favourite songs of China, sung by Paul Robeson and Liu Liang-no, accompanied by a deep-toned chorus (drafted from Chinatown), have been recorded. The album, selling at $2.75, is on sale for United China Relief.

One can sense the spirit of China in these records, in the rousing "Guerrilla Song," a challenging carry-on to fighting men, soldier and civilian; in the soft "Riding the Dragon," a gentle little song for children, who, in their short lives, have known little but war and misery....

....And each year at about this same time "Flaneur" calls your attention to two American charities. The Red Cross, which has just begun its 1941 Roll Call, this year needs more and more members (and funds) to carry on its work....

....And the Salvation Army, one of the greatest of our at-home charities, begins its pre-holiday campaign. It assuredly deserves a place on our Christmas-giving lists.

Le Bistro

Maud, the handsome Frenchwoman who owns Chez Elle (and whose last name, you might be interested to know, is O'Connor), has opened another restaurant. Called Le Bistro, at 794 Third Avenue, it looks like, and is about the closest equivalent to, the little ten-franc places that dotted Parisian side streets.

There's sawdust on the floor; checkered cloths on the tables; and a simple zinc-covered bar—remember them?—at which you stand, as there's nothing so lush as a bar stool.

The menu includes only one soup, always the same—*soupe à l'onion;* one dessert—*gâteau au riz;* but there is an everchanging variety of entrées to choose from. As for the prices, seventy-five cents is top for luncheon, and dinner checks can't climb over $1.75, believe it or not.

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Vogue's-eye view of

TURNING the pages of this issue of Vogue is like opening a door to the past. The door, photographed above, belongs to that most fabulous of New York houses, the Vanderbilt mansion at 640 Fifth Avenue. Rallying-point, for sixty years, of New York society, last of the seven Vanderbilt houses that once flanked Fifth Avenue, it has now passed from the Vanderbilt ownership, and is soon to be demolished.

This, then, seems an appropriate time to pay tribute to it, and to the period of history in which it flourished; a period that is now—with the passing of its greatest landmark—officially, as well as actually, closed. This issue takes you on a sentimental journey, not only through the Vanderbilt house, but through the fashionable world which revolved around it.

Your guide, through this gay, already-legendary era, is Frank Crowninshield, editor, essayist, wit, and gentleman of the *ancien régime*. The remarkable colour photographs of the house are the work of Anton Bruehl, and are the first photographs of this famous interior ever taken in colour. The door is open. Turn the page.

MRS. CORNELIUS VANDERBILT

THE HOUSE OF VANDERBILT

The closing of their Fifth Avenue Mansion ends a long period of elegance and gala

BY FRANK CROWNINSHIELD

THE doom of the old Vanderbilt mansion has been sealed.

What, in 1881, was the habitat of the richest man in the world, and, for twenty-five years, has remained the last stronghold of ceremonial society in America, will soon—like the fated House of Usher, or the supposedly imperishable monuments of Ozymandias—vanish into thin, impalpable air.

For those of us who remember the agreeable gamut of the 'Eighties, it is certain that—when the house has become a mass of mortar and mortuary stone—sounds, sights, and memories of a most haunting order will issue from its dust.

If the stars are propitious and the witches benign, we may hear—emerging from the ruins—an old mazurka, in 3-4 time; an air from Offenbach; a waltz by Waldteufel; or the sighing, sorrowing voice of Christine Nilsson. It would be pleasant, too, to catch the mingled scents of orris and Jacqueminot roses and truly ancient Madeiras.

But pleasantest of all—in such a shadowy parade—to review those lovely, vanished ladies who, in their great calèches, circled the ramble in Central Park; trooped, on a Sunday, from St. George's into Stuyvesant Square; danced at Delmonico's, in their intriguing bustles and ruffled trains; stood, before their cheval-glasses, practising the Grecian bend; or, in their parures of diamonds, rubies, and emeralds, graced the musty loges at the Academy of Music.

And if those ladies should chance to be escorted by masculine shades—as they most certainly will—a goodly number of them will bear the name Vanderbilt, for everywhere, in those departed days, the Vanderbilts—the men, in particular—in a very special way imparted to the fabric of their time much of its richness, gaiety, and design.

MRS. CORNELIUS VANDERBILT (opposite)

This is the portrait of a famous figure in New York society—the portrait, too, of a way of life that is ending. Here, Mrs. Vanderbilt, dressed in full evening regalia, is photographed by Cecil Beaton against the classic, Louis XVI. background of a salon in her Fifth Avenue house, soon to be demolished—the house in which she has lived and entertained for the last quarter of a century

With the razing of the mansion at Fifty-First Street, the ancient rivalry between the Vanderbilts and the Astors, whether in railroads or the arena of society, takes on a new turn. For it is Lord Astor of Cliveden, the great-great-grandson of the original, fur-trading John Jacob, who now buys the old house from Brigadier-General Cornelius Vanderbilt, the grandson of William H. Vanderbilt, who built the mansion, and great-grandson of the Commodore, the prodigious figure who, on Staten Island, with a hollow scow or two and a pair of strong hands, founded the Vanderbilt dominion.

While General Vanderbilt has ascribed no reason for selling his grandfather's house (for a third of what he had been offered for it in the 'Twenties, or of what his father's house, at Fifty-Seventh Street, fetched during the same opulent days), the facts that the taxes have mounted to $67,000 a year, and that his health has been precarious, may well have been contributory causes.

We must make it clear that when, in 1881, William H. Vanderbilt first erected the house, it was twice its present size and occupied the entire block from Fifty-First to Fifty-Second Street. He had, it is true, allotted the northerly half of it to two of his four daughters: first, Mrs. William D. Sloane—now Mrs. Henry White; and second, Mrs. Elliott F. Shepard, the former of whom still survives. In 1926, however, their half of the house was sold to make way for what is now the De Pinna building.

ON the construction and decoration of those twin brownstone houses, old Mr. Vanderbilt spent, in 1881, a little over two million dollars. On his collection of paintings, he expended another million and a half. In the task of decorating its interiors, a mission which, viewed æsthetically, proved a major disaster, he, for a year and a half, employed six hundred men, while sixty sculptors were imported from Europe and, for the same period, kept at their really appalling tasks.

The house, at the time of its début, was a terrifying conglomeration of cornices, attics, dwarf pilasters, entablatures, and arched openings. With respect to its furniture and decorations, it was also a masterpiece of poor taste. It was really William H. Vanderbilt himself who was primarily at fault, for he had merely, in the manner of rich and busy men, given his decorators *carte blanche* to roam the world and create, at their own sweet will, what, to them, might seem the most beautiful habitation in New York.

But, wherever the fault, the result was such that nearly sixty years later, when the Selznick cinema forces were looking over a mass of photographs, to find a sufficiently spirit-blighting interior in which Rhett Butler could enjoy his séances of drinking, they decided that the mansion was exactly the jewel they were after.

EVERYWHERE in the old house, there was a confusion of marble, and bronze, and mosaic and stained glass. There were incredible combinations, too, of mother-of-pearl tables, Japanese bric-à-brac, silk butterflies, Pompeian frescoes, stamped leather seats, bamboo curtains, and pillars of grained onyx. There were also a figure of a female falconer, a brace of sentimental Venuses, a Moorish den, and, here and there, statues upholding heavily gilded gasoliers.

In Mr. Vanderbilt's bedroom, there were two rocking-chairs, ornamented with chenille trimmings. His dressing-room was wainscoted in opalescent glass tiles of blue, gold, and silver. His bathtub and basins, though of mahogany and silver, were modestly concealed by sliding plate-glass mirrors. Finally, a barber's chair added a restful and practical note to the dressing-room—a throne from which the magnate could view, on the wall before him, a Currier and Ives print of which he was extravagantly fond. In that print, he could see himself driving his world-renowned mares, "Aldine" and "Maud S.", over a measured mile, in 2.15½, which, for pairs, was then the record of the world.

But William H. Vanderbilt's special pride, and the principal marvel of the mansion, was his collection of modern French paintings, assembled principally during the late 'Seventies, or ten years after August Belmont had inaugurated the vogue of picture collecting in America.

Mr. Vanderbilt's instructions to S. P. Avery, his dealer, were to acquire, at whatever cost, the best examples of contemporary French art. The canvases which they purchased were for many years loaned to the Metropolitan Museum, but are still in the

Continued from page 35

They

galleries, or cellars, of the mansion. They included works by Gérome, Troyon, Van Marcke, Diaz, Bouguereau, Ziem, Vibert, Harpignies, Meissonier, Israel, Détaille, Schreyer, Cazin, Corot, De Neuville, Jacque, Daubigny, Fromentin, Jules Bréton, Rosa Bonheur, LeFebvre, Gustave Doré, Dupré, and Théodore Rousseau.

SADLY enough, all of those artists, though then commanding exorbitant prices, can now be seen as hack painters of a most conventional order. An exception was offered by Corot, but, even in his case, Mr. Vanderbilt's dealers proved themselves at fault, since the Corots they bought for him—the inevitable trees with their feathery leaves—are now in some disrepute, whereas his earlier canvases, the figure subjects which he painted in Italy, are today generally rated as his most veritable contributions to art.

What is so depressing to remember is that while the collection was being assembled, hundreds of works by Daumier, Delacroix, Manet, Monet, Renoir, Cézanne, Seurat, Degas—even David and Ingres—were to be had in Paris, and at wholly negligible figures. Indeed, if Mr. Vanderbilt had left the matter of his purchases to, let us say, Edgar Degas (who had begun collecting French pictures on his own account), he could have acquired, and with half the money, one of the most important private collections in the world.

The depth of the tragedy can also be measured by the fact that to Meissonier alone (August Belmont having started the Meissonier heresy, by acquiring that painter's "Game of Chess") Mr. Vanderbilt paid $182,000 for seven banal and photographically exact canvases, the present value of which could be indicated by a row of zeros.

But in 1915, when the present General Vanderbilt inherited the house, he and Mrs. Vanderbilt decided completely to remodel it, and to simplify its quite forbidding façade at whatever cost. His first concern was to call in Horace Trumbauer, a Philadelphia architect of the first water, in order to effect the changes which, with his and Mrs. Vanderbilt's knowledgeable aid, were to make the mansion one of the most distinguished houses in America. The result was that, in place of its entirely outmoded architecture, heating plan, doorway, and decorations, there soon appeared, and as if by magic, a new house, with a noble collection of Louis XVI. boiseries, Gobelin tapestries, Louis XV. *appliques*, Savonnerie carpets, *petit-point* chairs, and suites of furniture so correct in their taste that some of them, at Versailles, had even graced the *Salle du Roi.*

A glance at these pages will show that everything in outmoded taste has been removed from the old house, with the exception of the malachite vase, shown on page 39, which was long a feature of the *atrium* in the mansion, and which, in all its eight feet of awfulness, was once an imperial possession.

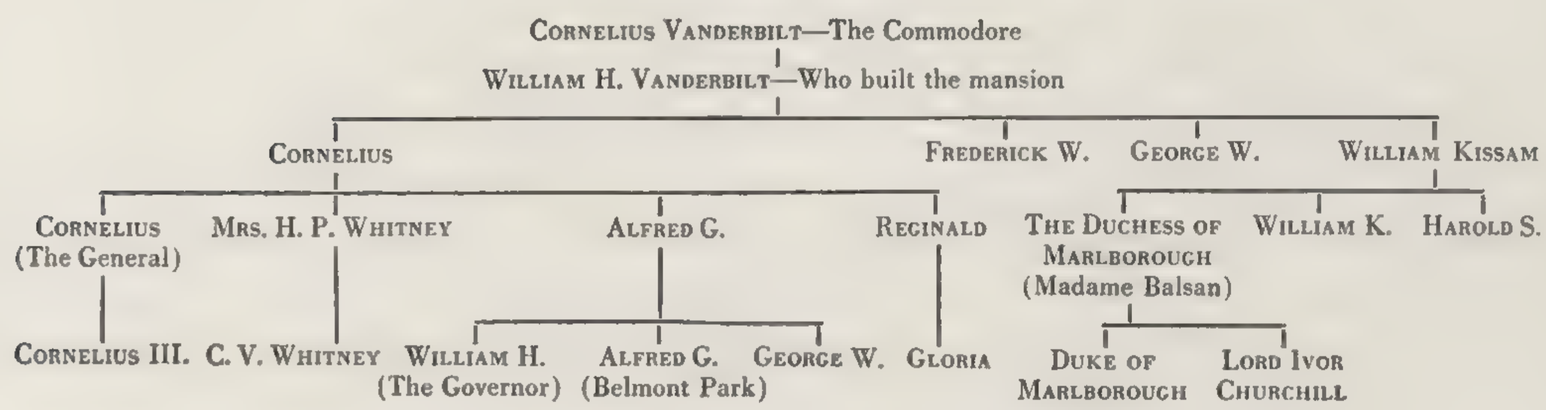
When the Vanderbilts finally moved into the newly redecorated house, they had been married for twenty years. Mr. Vanderbilt was already, in 1915, a soldier, inventor, and engineer of renown. A little later, at the end of the World War, he was made a Brigadier-General. Before her marriage, Mrs. Vanderbilt had been Grace Wilson, the daughter of Richard T. Wilson, of Georgia; the sister of Mrs. Ogden Goelet, of New York; of Lady Herbert, of London; and of Orme Wilson, who married Caroline, Mrs. William Astor's daughter.

EARLY in her occupancy of the mansion, it must have occurred to Mrs. Vanderbilt that, under a guidance as patient as her own, New York society, the nucleus of it, at least, might be restored to something of its former state, and freed from the vulgarities which, in 1914, had so manifestly begun to infest it. However that may be, she has, with great prodigality and elegance—and for an entire quarter of a century—entertained and reintegrated what was left of aristocratic society in New York. (Continued on page 38)

Cornelius Vanderbilt, the Commodore, founded the N. Y. Central system. He died in 1877, in New York, leaving a fortune of $100,000,000

Mrs. William K. Vanderbilt, in costume for the great fancy-dress ball with which, in 1883, she threw open her château at 666 Fifth Avenue

The Vanderbilt Family Tree



A complete Vanderbilt family tree is a complicated affair. But, if we confine ourselves to the figures principally dealt with in this article, and omit all but two of its feminine branches—as in the diagram above—it can be reduced to quite simple terms.

founded the House of Vanderbilt

William H. Vanderbilt, son of the old Commodore, built the Vanderbilt mansion; consolidated the family empire; died in 1885, leaving a fortune of over $200,000,000

William K. Vanderbilt, grandson of the Commodore, interested in railroads, was a fabulously generous supporter of opera, art, racing, and yachting; died in 1920

Cornelius Vanderbilt, great-grandson of the Commodore, railroad engineer and inventor, World War Brigadier-General; inherited, in 1915, the Fifth Avenue mansion

Mrs. Elliott F. Shepard, eldest daughter of William H. Vanderbilt, dressed as a Colonial lady for her sister-in-law's masquerade party. She died in New York, in 1934

Mrs. Henry White, then Mrs. W. D. Sloane, in her fancy-dress costume. Second daughter of William H., she and Mrs. Twombly are his only surviving children

Mrs. Hamilton McK. Twombly, third daughter of William H., in the dress she wore for the masquerade in 1883. (She is still one of the great hostesses of New York)

Continued on the following pages →

Continued from page 36

The entry of the Vanderbilt Family into Society

Through Mrs. Vanderbilt's portals and salons there has passed an unending phalanx of her friends; a long parade of such exalted figures as King Albert of the Belgians, the Queen of Spain, Lord Balfour, the Duke of Kent, Winston Churchill, the Crown Prince of Norway, the Prince of Wales, Theodore Roosevelt, Calvin Coolidge, Herbert Hoover and General Pershing, and, finally, a goodly company of artists and writers, and of such master musicians as Paderewski, Toscanini, and the better-known divas at the Metropolitan.

While she may have erred, as Mrs. Astor did, in allowing her ritual to become a shade too rigid; in placing an over-emphasis on magnificoes and distinguished personages, her qualities of heart have more than made up for her preoccupation with ceremony. All in all, her influence has been restorative, her loyalties unswerving, and her hospitality at all times unbounded.

It is perhaps time to speak of the first appearance of the Vanderbilt family in the fashionable world, an event which followed the opening of the mansion in 1881.

At that time, and during the entire run of the 'Eighties, the most persistent myth concerning the family was that they were all, if not boors exactly, at any rate unused to the social amenities. The myth was so pervasive that one may still hear it from the lips of decrepit New Yorkers who, in discreet whispers, recite the risks their fathers ran in crossing the portals of William H. Vanderbilt, who in 1877—while head of the New York Central System—had inherited ninety-five millions from his father, the old Commodore—so called because he had, at one time or another, owned more than a hundred ships. Such people still speak as though their sires had risked calling upon Attila, or visiting, without benefit of axe or bludgeon, the dread caves of the anthropophagi.

The Family Background

THE truth was that the Vanderbilts had so little coveted a career in the fashionable world that they had even employed elaborate means of avoiding it. Their diffidence, still marked, stemmed directly from Mrs. William H. Vanderbilt, the amazing woman who had been born Maria Louisa Kissam, the daughter of a clergyman of the Dutch Reformed Church. The Kissams were an old and distinguished family, Mrs. Vanderbilt's father having descended from the Benjamin Kissam who, in 1786, married Cornelia Roosevelt, the daughter of the patriarchal Isaac, and the President's great-great-grandfather.

Mrs. Vanderbilt's shyness was so ingrained that the trait, in her and her children, amounted almost to an incurable obsession.

As a matter of record, the parents, their daughters, and sons—Cornelius, William Kissam, Frederick, and George—were catapulted into society, not of their own volition, but as a result of the restless ambition of a Miss Alva Smith—the daughter of an Alabama cotton planter—who, in 1875, had married William Kissam Vanderbilt.

The occasion upon which William H.'s children were to emerge from their social penumbra into an almost phosphorescent glow—a result from which they have seemed to derive little comfort or satisfaction—was the resounding fancy-dress ball given, in 1883, by the Alabama lady mentioned above.

The dance was held in her husband's newly completed château, at the northwest corner of Fifth Avenue and Fifty-Second Street; a house which was almost a replica of the château at Blois.

Concerning that masquerade, more, in a moment, will be said, but the fact to be brought out is that when, in their elaborate costumes at the dance, the older New Yorkers encountered the Vanderbilt offspring (and continued to meet them more often and more intimately), they found them people of the greatest cultivation and taste. There were many reasons why this should have been so.

The Famous Masquerade

TO begin with, their grandfather, the Commodore, had, and as far back as 1844, been elected to the absurdly restrictive Union Club—before the names Astor or Morgan could be found on its tablets.

The children's father, William H., had loaned—in reality, given—Ulysses S. Grant $150,000 to save him from financial ruin. He had also (and with a little difficulty) brought an Egyptian obelisk from Alexandria, and erected it in Central Park, at a cost of $110,000. In 1882, he and his sons had been the principal subscribers to the new Opera at Thirty-Ninth Street, then in process of completion. Cornelius, the oldest son, paid $10,000 for a first edition of the *Bay Psalm Book* and gave a collection of Old-Master drawings to the Metropolitan Museum.

William K., a man of natural taste, had been carefully educated in Europe; while George, the youngest, was already the master of six languages. The sons, too, were being admitted to the Knickerbocker Club, then thought the most impregnable stronghold of aristocracy in America. One of their uncles (the Commodore's favourite son) had died in the Civil War, while eight of their Vanderbilt ancestors—solid Dutch farmers, in New Jersey and Staten Island—had fought in the American Revolution.

And, as a final advantage, the four daughters of Mr. and Mrs. William H. Vanderbilt were such sympathetic and engaging ladies that no other reason was needed to assure the family great popularity and fame.

The masquerade to which we have alluded—Mrs. W. K. Vanderbilt's housewarming, on March 26, 1883—was the most extravagant affair of its kind which America had ever seen. One of its diverting episodes was that, before the invitations had been issued, Mrs. William Astor's daughter, Caroline (who married the present Mrs. Cornelius Vanderbilt's brother), under the illusion that she would be one of Mrs. Vanderbilt's guests, had begun regularly rehearsing a court quadrille designed especially for that much-heralded revel.

But Mrs. Vanderbilt, hearing what was brewing, was quick to point out that since Mrs. Astor had never left so much as a pasteboard at her gates, the inclusion of her daughter at the gala was, most regrettably, inconceivable. And that was how Mrs. Astor, finding herself neatly trapped, first called at Mrs. Vanderbilt's château, thereby establishing something like amity between the Montagues and the Capulets.

For that masquerade, twelve hundred invitations were issued, and, though the Vanderbilts had made no previous efforts to enter the fashionable world, it was certain that the ball would be largely attended, because a popular and distinguished lady was doing her utmost to make it so. That co-operative personage was Consuelo, Lady Mandeville, a distinguished Cuban-American, whose husband was soon to become the eighth Duke of Manchester.

Long before the dance, Mrs. Vanderbilt and Lady Mandeville had established a lively friendship. Mrs. Vanderbilt had even bestowed the name Consuelo on her only daughter, who was later to become the Duchess of Marlborough. Lady Mandeville, because of so close a friendship, was taking the utmost pains to see that the refusals would be negligible. On the night of the ball, it was she who, dressed as the Princess Marie-Claire Decroy, stood at the hostess' side and helped receive the surging multitude.

A Venetian Princess

MRS. VANDERBILT'S costume, which is revealed on page 36, was inspired by Cabanel's painting of a Venetian Princess. Her dress was embellished with a light blue satin train, magnificently embroidered in gold and lined with Roman red. It likewise had an underskirt of white-and-yellow brocade, shading from the deepest orange to the lightest canary. On her head, she wore a Venetian cap from which there shone, among other jewelled *miscellanea*, a miniature peacock of many-coloured gems. A covey of lifelike doves served her also as minor accessories.

Mr. Vanderbilt himself enacted the rôle of the Duc de Guise; his older brother, Cornelius, appearing to some advantage as Louis XVI., in an elaborate *habit de cour*, with fawn-coloured waistcoat and stockings of reseda. At that happy (Continued on page 44)

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Mrs. Vanderbilt receives guests here

In this, the great hall, Mrs. Vanderbilt stands to receive her guests at her balls and formal receptions. When the old house was rebuilt in 1915, General Vanderbilt, who owned a fine architectural library, drew the basic plan for the hall. Its walls are Caen stone, its tapestries seventeenth-century Brussels. But its classic object is the eight-foot-high vase of brilliant green malachite, one of a famous pair, bought in 1880. (The other stood in the St. Petersburg palace of Czar Nicholas.)

Continued on the following pages →

Nine famous Vanderbilts

Mrs. Cornelius Vanderbilt, wife of the Brigadier-General, has been for twenty-five years the chatelaine of the mansion on Fifth Avenue—the sixth matriarch to lead New York society. This portrait was painted in 1900 by Madrazo, a fashionable Spanish portrait-painter of the period

Alfred G. Vanderbilt, brother of the General, and main heir of his father, Cornelius, was a great coaching figure. He was drowned on the "Lusitania" in 1915

Reginald C. Vanderbilt, the brother of the General, bred famous carriage-horses, drove them himself. The father of Gloria, he died in Newport, in 1925

William H. Vanderbilt, eldest son of Alfred, was Governor of Rhode Island, is now a Lieutenant-Commander in the U. S. Navy. He is stationed in the Canal Zone

Mrs. Harry Payne Whitney, sister of the General, mother of C. V. Whitney, is a well-known sculptress, and founder of the Whitney Museum of American Art

Alfred G. Vanderbilt, second son of Alfred and a famous racing figure, President of the Belmont and Pimlico tracks. In 1935 was top owner, with $303,000

Three family mansions

William K. Vanderbilt, jr. (left), son of the first William K., and donor of the Motor Parkway and Marine Museums, was a railroader, yachtsman, and motor racer

Harold S. Vanderbilt, cousin of the General, is Executive Committee member and Director of the N. Y. Central, father of contract bridge, famous yachtsman

Gloria Laura Vanderbilt, nearly eighteen, is the daughter of the late Reginald C., niece of Mrs. H. P. Whitney, and already well-known in New York

The Fifth Avenue Mansion, last of seven Vanderbilt houses that once dotted the Avenue, will soon disappear. Built in 1881 for William H. Vanderbilt, it cost $2,000,000, has been sold by General Vanderbilt

The Breakers, on Ochre Point, Newport, Rhode Island, was built for Cornelius Vanderbilt, father of the General. A sixteenth-century Genoese palace, designed by Richard Hunt, it is huge, magnificent—now, empty

Marble House, on Bellevue Avenue in Newport, was designed by Richard Hunt for William K. Vanderbilt whose brother, Cornelius, owned "The Breakers." Built in 1895, entirely of marble, it cost $2,500,000

Continued on the following pages →

ANTON BRUEHL • CONDÉ NAST ENGRAVING

The red-and-gold anteroom

In this room, gilded and damask-hung like an opulent Royal palace, Mrs. Vanderbilt's guests play bridge after dinner or, at her more formal galas, gather between the dances in the adjoining ballroom. A rectangular room, with gently curved corners, its ceiling is carved in golden arabesques, its woodwork cream and gold; its damask, an ancient rose silk

Mrs. Vanderbilt entertains guests here

NEW YORK society, distinguished foreigners, and royal personages have all been entertained by General and Mrs. Vanderbilt in these rooms since 1915, when Woodrow Wilson was President, and the First World War was being fought. But the public saw these rooms for the first time last spring when over a thousand people filled the house for a great benefit ball for the U.S.O.

The Ballroom (above), handsome and dignified, in the tradition of Versailles, is used for the most elaborate parties. Here every Christmas for the last twenty-six years, friends of the family have danced to the rushing music of red-coated Hungarians.

One of the largest private ballrooms in the country, its brilliance lies in its gold and cream woodwork, in the four enormous chandeliers and eight appliques of rock-crystal

Small Dining-Room (left), one of the loveliest rooms in the house, is used only for intimate luncheons and dinners. The boiseries, of the Louis XVI. epoch, painted in the gay Italian manner of Albertolli, came from General and Mrs. Vanderbilt's earlier house in New York.

Back of one of the panels is a secret door to a little elevator which goes down to an inconspicuous entrance on Fifty-First Street. More private than the door on Fifth Avenue, this was the favoured entrance of the General's grandfather, W. H. Vanderbilt

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Fashions and manners in society; a famous ducal wedding; and the face of the old city

gathering, Louis XIV.—*le Roi Soleil*—a little improbably, sat, at the collation, with his great-great-great-grandson, Louis XVI. And there was, of course, a great store of dry champagne; and drawing-rooms massed with roses, and glowing candelabra, and orchids and bougainvillea, and Gobelin tapestries, and intricate quadrilles, and an Opera Bouffe, and a supper, in a magical garden, and dowagers of quite accredited breeds.

Henry Clews, in writing of the fête, was forced to admit that, aside from the entertainments of Alexander the Great, Cleopatra, and Louis XIV.—of which he could only speak from hearsay—nothing more grandiose had ever confronted him than Mrs. Vanderbilt's *bal masqué*.

The Marlborough Wedding

But, twelve years after the masquerade—on November 6, 1895—the same Mrs. Vanderbilt provided society with an even more breath-taking ceremony: the marriage of her only daughter, Consuelo, to the ninth Duke of Marlborough. It was in August, at a dance at Marble House, only three months before the marriage, that the daughter had been presented to society. The grounds at Newport, if we may believe the *New York Herald*, "might have been those at Versailles when Louis himself strolled across the terraces with his entourage." One of the figures at that seaside début—and one who received a little politer attention from the women than the men—was the Duke himself.

Three months later, at St. Thomas's in New York, a pall was cast over the ducal wedding since, earlier in the year, Mr. and Mrs. Vanderbilt had been divorced and were already living separate lives. (A year later she was to marry O. H. P. Belmont, a son of the older August.) That estrangement resulted in there being—save for the bride's father and brothers, William K. and Harold, the latter appearing in black knickerbockers and a white Eton collar—no one bearing the name of Vanderbilt at the ceremony. So unusual an omission was presumably due to Mr. Vanderbilt's family having all taken his part in the *fracas* occasioned by the divorce, as against that of his frequently trying wife. But, whatever the true cause, there, at St. Thomas's, was an odd spectacle—a Vanderbilt wedding and a prodigious fanfare, but no Vanderbilts in view.

The nuptials, however, gained *cachet* for other reasons: Walter Damrosch, embowered in a nave of the church, led a symphony orchestra in selections from "Meistersinger"; the British Ambassador was on hand to lend reassuring support to the Duke; the parade of bridesmaids was led by Miss May Goelet, who was later to become the Duchess of Roxburghe, and Katherine Duer, who was, shortly after, to marry Clarence Mackay; the bridesmaids' gowns were of white satin, with ribbons of sky-blue; the bride's bouquet of lilies-of-the-valley had been augmented by orchids; and Henry C. Potter, the most fashionable of all imaginable Bishops, pronounced a long benediction which must nevertheless have lacked body, as the marriage was so soon and so completely to go on the rocks.

Mention might also be made of three minor *contretemps* connected with the wedding: (1) the bride was twenty minutes late in arriving at the vestibule; (2) a noisy and unending battle went on among the crowds that milled about the church; and (3) the bride's unhappy father was obliged to sign a contract, the sealing of which the prudent Duke had, from the very first, insisted upon. The contract involved, among other sundries, the payment to His Grace of two and a half million dollars, a sum so tidy that the Most Noble Charles Richard John, etc., was able not only to renovate Blenheim, his historic palace near Oxford, but to build, as well, one of the most prideful residences in London—Sunderland House, at the end of Curzon Street, in Mayfair.

The Face of the City

At the time of the Vanderbilt's masquerade, that is to say, in 1883, there was nowhere in New York anything so monstrous, or inelegant, as a sky-scraper, motor-car, subway, phonograph, moving-picture, submarine, night-club, golf-links, radio, tabloid newspaper, or a rubber of bridge.

The city itself wore an almost Arcadian air. What, for instance, is now Park Avenue was then Fourth Avenue; a street half its present width, with an open slit along the middle of it, on which steam-engines ran unendingly up and down, the engineers reserving their shrillest whistles and blackest blasts for the ladies who crossed the avenue on its dozen narrow foot-bridges. In Central Park, the vogue for archery was already suffering from the encroachments of croquet. On Peter Goelet's lawn, at Nineteenth Street and Broadway, peacocks strutted in all their pride.

The original Croton Reservoir, tall and mediæval, occupied the present site of the Public Library. The Brooklyn Bridge was still incomplete; Fifth and Madison Avenues were devoid of shops; and Columbia College—then at Madison Avenue and Forty-Ninth Street—offered a vista of brick and grass.

Directly in front of the old Van Beuren mansion, just across from R. H. Macy's—then on Fourteenth Street—three Alderney cows and a throng of chickens roamed the verdant green; squatters (with goats, pipes, and a great love for Ireland) populated the northern length of Fifth Avenue, beginning at Seventy-Fourth Street. The Sherry-Netherland was a skating-rink, and Tiffany's was on Union Square, the city's theatrical centre.

Three minor, but revelatory items: (a) J. P. Morgan, a banker of growing renown, had created a minor sensation by inviting Thomas Edison, the young inventor, to install electric lights in the Morgan citadel at 219 Madison Avenue—the first residence in New York to be so desecrated; (b) the first New York telephone directory, dated 1877, had contained only 470 addresses, with not a private residence among them; and (c) it was still the practice, on New Year's Day, for ladies who lived on Fifth Avenue to hang baskets on their door-bells, in which their friends could drop cards of greeting.

The Incredible 'Eighties

The credulity of the 'Eighties, and the early 'Nineties, and the extent to which people were already absorbed in minor and meaningless affairs of ritual, can be illustrated by a few minor examples:

Mrs. Henry Sloane was thought quite right in returning an order of gloves to Mirabol, her Parisian glover, because they failed sufficiently to indicate the contour of her finger-nails. (2) The carriages one saw in Central Park, and thought so practical and matter-of-fact, were of so spidery and improbable an architecture that they might have been designed, in the Second Empire, by Constantin Guys himself. (3) A member of the Union Club (and the only man of title on its roster) was expelled for hinting that a well-known hostess of the day had never defended her virtue, if properly coerced; and (4), the world aligned itself on the side of Waldorf Astor—the father of the present Viscount—when he began a lasting feud with his aunt, Mrs. William Astor, because she had dared engrave the words, "Mrs. Astor," on her visiting-cards. It was his contention that, because of the law of primogeniture, his own wife (Mary Paul of Philadelphia; a lady of the greatest imaginable beauty) had inherited that privilege, as his own father had been William Astor's senior by seven years.

It was also a time when fashions of a quite improbable order were thought *au fait:* when the bustle, which had dominated the feminine outline for so long a period in the early 'Seventies, reappeared, in 1882, to hold

its own for another decade. As an example of the bustled mode of the day, there was an enchanting dress which Mrs. C. Oliver Iselin (then Miss Hope Goddard, of Providence) had ordered from Worth, in the middle 'Eighties. As one of the eight Worth dresses which she wore in the year of her début, it is today on view at the Museum of the City of New York, on Fifth Avenue.

It was a white figured satin evening affair, with panels of emerald-green velvet. The bodice was pointed in front, and laced up the back. The low neck was trimmed with small bunches of violets and green leaves, which blended into the green velvet. The skirt, likewise, was adorned by bunches of violets, which were scattered down the green velvet panel. The "neck" of the waist and the front panel of the skirt were festooned with pearls. And there was, quite inevitably, a large bustle, as well as a train of very great elegance.

The Six Social Leaders

But, innocent as were the people of the time, society itself had begun to take a quite definite form; ceremony was coming in; red carpets were in frequent use; valets, grooms, strappers, and spry little "tigers" were everywhere in view. Furthermore, certain social leaders had begun to appear and to assume command over the fashionable herd; to attempt keeping them within the fold and—what was more difficult—to control the nature of their gambols.

The most majestic of those ladies was Mrs. August Belmont, the elder; the first of the six matriarchs who have ruled New York society in the past eighty or so years.

Mrs. Belmont was the daughter of Matthew C. Perry (the Commodore who had opened the trade between Japan and the Western World), and the niece of Oliver Hazard Perry, the hero of Lake Erie. In 1849, Miss Perry married August Belmont, the Rothschilds' accredited agent in America and a man of great character and ability. He had come here from Germany, at twenty, with nothing much known of his ancestry, but, during the 'Fifties, had so far impressed the world that he became American Minister to the Netherlands and, later on, Consul General of Austria in New York.

He had fought a duel (in which he was seriously wounded) with William Hayward, concerning a lady's honour; he was long a bulwark of the Democratic Party, and had, almost single-handed, taught New York the art of *entertaining*, as it was understood in Europe. His influence was particularly strong with respect to clubs, horse-racing, opera, gastronomy, music, and picture collecting.

During the 'Sixties and 'Seventies, Mrs. Belmont exercised a curious sway over the world of fashion. Few spectacles were more enlivening than to see her drive from her house, at Fifth Avenue and Eighteenth Street, either in her English Brack, the only one in America, or in her *demi-Daumont*, a carriage with folding steps and no seat for a driver, since the steeds were controlled by a postilion riding the near horse, and wearing a uniform of maroon and scarlet—colours which the Belmont horses had so long made popular at Jerome Park.

In the course of the 'Eighties, Mrs. Belmont's throne was successively inherited by two Mrs. Astors; ladies who happened to be sisters-in-law. The first was Charlotte Gibbes of Philadelphia, who had married John Jacob Astor; the other, Caroline Schermerhorn of New York, who had married William Astor, John Jacob's brother. Of the two brothers, John Jacob was the older and a good deal the more distinguished.

The families occupied adjoining brownstone residences (all the houses in New York seemed then to be built of brownstone, particularly in the blocks which were on Columbia College leaseholds, and which now constitute Radio City). The two Astor houses accounted for the entire Fifth Avenue block from Thirty-Third to Thirty-Fourth Street. Back of their three-story mansions, there was a ballroom, shared by the two ladies in common.

The houses were forced, in the 'Nineties, to make way for two hotels: the *Waldorf*, named for a town in Germany from which the Astors hailed; and the *Astoria*, a title deriving from the fur-trading post in Oregon, to which spot, on the Columbia River, the Astor fortunes could be traced. Since the two brothers had both died, the hotels were created by the ladies' respective sons, Waldorf, the father of the present Viscount, and John Jacob—father of the present Vincent.

Mrs. John Jacob, the first of the two regents, was, in every sense, a *grande dame;* cultivated, gracious, travelled, a benign philanthropist, and the possessor of the most extraordinary diamonds in America.

When her husband died, in 1887, her sister-in-law, Mrs. William Astor, who became known as *the* Mrs. Astor, assumed her throne and, with a much more relentless hand, ruled her flock. Caroline Astor had little use for newcomers. Her taste was always for old families, old ways, old servants, old operas, and old friends. Her mission, both in New York and Newport, was to regulate society and make it select. For nearly twenty years that task became her happy, her only, and—as she thought—her sacred charge.

The Century Turns

But, early in the new century, when the old lady's health began to fail, her mantle, more or less inevitably, fell upon Mrs. Ogden Mills (one of the twin daughters of Mrs. Maturin Livingston), who had married the only son of Darius O. Mills, thereby becoming the sister-in-law of Mrs. Whitelaw Reid.

Mrs. Mills, a lady of family and unimpeachable taste, soon realized that the society over which she was to stand guard was more and more getting out of hand. She tried in every way to restrict and control it; to reduce it to a nucleus, rather than to include the hordes that were appearing at her gates. But the poor lady's efforts were of so little avail that, with the most evident signs of relief, she relinquished her leadership to Mrs. Stuyvesant Fish, an altogether new and disturbing type of ruler.

That democratic and somewhat demoralizing lady was quick to note that fashionable people had done with ceremonials; that elegance and order were dead rats in the pit; and that the cotillion and the waltz must make way for the reel and the jig. Indeed, Mrs. Fish can be called the true mother of present-day Café Society, for it was she who introduced the smart world to hurried, fifty-minute dinners; she who decreed that one wine should replace five; that cigarettes might be smoked with the soup; that string orchestras must give way to jazz bands; that restaurants were gayer than private houses, and that any kill-time was more endurable than an opera at the Metropolitan. She decided that, under the leadership of Harry Lehr, a *farceur* of the most incorrigible order, "amusing" men, no matter what their manners or breeding, were thenceforth to be her adjutants and white-haired boys.

Need for a New Leader

The mêlée created by Mrs. Fish's breezy indifference to conventions, by her energetic and insatiable thirst for pleasure (and the fact that her flock finally went berserk on her hands), became so general that, in 1915, the need was imperative for just such a leader as Mrs. Cornelius Vanderbilt, the lady whose mansion is revealed in these pages.

Speaking for myself alone, the memory of her mansion that will haunt me longest is that of the gala which she gave there only last Christmas Day. Just how long it has been a Vanderbilt practice to hold, at Christmas-time, a combination reception, children's tree, dance, buffet, supper, and friendly "march-around"—I can not say, but the custom may well reach back for sixty years, since it is recorded that Mrs. William H. Vanderbilt was the hostess at a somewhat similar festival when she first moved into the mansion, in 1881.

That matriarch, the present General's grandmother, was a smiling, self-effacing, and benevolent soul, a lady of medium height, with hazel eyes, water-wave curls in her dark hair, and a weakness for black satin dresses. For her housewarming, in December so long ago, she had assembled a goodly company of the *beau monde;* guests who bowed reverently, supped with discretion, drank a maraschino punch, nibbled at cake, sipped sherry-white wine, waltzed to the music of Lander's orchestra, and wandered among a forest of plants and flowers which Klunder, the most exalted florist of his day, had so lavishly provided.

I think it must have been then—just as the 'Eighties were beginning to show their heads—it may even have been at that very housewarming—that the period now ending first came into being. (Continued on page 48)

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ANTON BRUEHL • CONDÉ NAST ENGRAVING

For the formal

The Dining-Room (above), its elegance unrestrained, is noted for its proportions, now very unusual in New York—it is large enough to seat fifty at one long table, about a hundred at small tables for supper.

Its walls are soft green *Régence* panelling, its curtains and chair-covers Venetian velvet, its mantelpiece veined green marble. Unusually beautiful are the immense Savonnerie rug, the magnificent Louis XV. ormolu clock, the decorative wall fountains of red Sienna marble.

The Music-Room (left), one of the most beautiful rooms in the house, has been the setting for a classic New York scene—the waxed and mellowed surface of the lovely parquet floor reflecting the candlelighted brilliance of famous musicales. (The harp in the foreground is one that Mrs. Vanderbilt used to play.)

The superb Louis XVI. wall panels, of a soft, faded green, and the floor itself—a *parquet de Versailles* pattern—were all brought from France years ago. (The floor is so beautiful that it is never covered.)

Vanderbilt galas

The Art Gallery (above), with its collection of the recognized great of the 'Eighties, now sadly declined in reputation, is mellowed and aged.

The paintings, Millets and Meissoniers, Rosa Bonheurs and the wrong Corots, were collected by W. H. Vanderbilt, appraised in 1881 at a million and a half, later added to by General and Mrs. Vanderbilt. Here, against their darkening backgrounds, against the damasked walls, Mrs. Vanderbilt has her Christmas-tree.

The Small Salon (right), just off the music-room, is where the most important of Mrs. Vanderbilt's guests, particularly those who do not dance, usually spend their evenings.

A comfortable, richly designed room, it contains some of the house's most beautiful pieces—Louis XVI. girandoles, petit-point chairs, inlaid marquetry tables, many of them signed. This room and the music-room, with their great Louis XVI. boiseries, are classical examples of the house's late eighteenth-century décor.

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The Flavour of Life in the 'Eighties

It is easy, in retrospect, to see how pleasant the era was; to realize that at no time in our history was culture so valued and pursued; to remember that architecture, opera, and the theatre flourished so mightily; that crafts developed, and the level of taste improved.

Everywhere, the country over, museums, symphony orchestras, and libraries were founded and endowed. Georgian silver, first editions, Chinese ceramics, old violins, Flemish tapestries, Shakespeare folios, French furniture, even the most trifling *objets d'art*, were hunted for and painstakingly acquired.

It was also a time when elaborate houses began to appear—in crowded cities, in the mountains, along the shore. And, to end the chant, when a series of picture collections hardly equalled in the world—Marquand, Morgan, Altman, Johnson, Frick, Havemeyer, Mellon, Widener, and a score of others—were prodigally assembled, and publicly bestowed.

The lasting lesson which the period has taught us is that no nation can ever hope to become great unless culture is at the very core of its progress.

Byron's "Childe Harold"

Along with those more serious manifestations, there was also a greater preoccupation with such mundane concerns as cotillions, ceremonial dinners, musicales, fashionable clubs, and a really correct cuisine. Sports, too, came into their own, particularly those in any way related to the horse—race-meets, fox-hunting, polo matches, horse shows, trotting races, and coaching parades.

It is really saddening to realize how completely that delightful and fragrant period has come to its end. Nowhere, I think, was its close more clearly indicated than at Mrs. Vanderbilt's pleasant Christmas party, already referred to in this article. For there, one could see pretty much all that was left of the old guard, a group already aware that an end had at last come to their way of life, to their particular æsthetic preoccupations, and to their inherited belief in the gospel of *noblesse oblige*.

Indeed, at that happy fête, a scene from *Childe Harold* came unbidden to my mind. For, almost as if I had been the Duke of Brunswick, I could note "fair women and brave men, and youthful eyes that look'd love to eyes which spake again, and the sound of revelry by night, and music's voluptuous swell." But, even as at the ball in Brussels, there were curious sounds, "heard inaudibly," muffled thunder that might almost be echoes of a "rising knell." At any rate, they were, to really clairvoyant souls, rumbles of a quite disturbing order.

Few people around that Christmas-tree probably remembered that there was a stretch of ten years—October, 1905, to October, 1915—in which no Vanderbilts ever inhabited their mansion. That hiatus was the result of an incident occurring on an agreeable afternoon in 1880, when two young and little-known Pittsburghers—Henry C. Frick and Andrew W. Mellon—drove up Fifth Avenue in an open victoria before embarking on their initial trip to Europe. (It was on that journey that the two men bought their first modest pictures. But Mr. Mellon could hardly then have foreseen that he would one day pay $1,166,000 for Raphael's "Madonna of the House of Alba," the highest price ever paid for a painting.)

When the two men reached St. Patrick's Cathedral, they beheld the block-long Vanderbilt mansion, then nearing completion. Amazed by its grandeur, they began wondering at the cost of maintaining so imposing a tenement, Mr. Frick hazarding a guess that $300,000 a year would do the trick. "And," he said, "$300,000 would be six per cent. on five million dollars, or, say, a thousand dollars a day. And that, my dear Andrew, is all the money I shall ever want." (Twenty-one years later, Mr. Frick received $61,000,000, in stocks and bonds of the United States Steel Corporation, representing his holdings and equities in the H. C. Frick Coke Company and the Carnegie Steel Company.)

After that somewhat gratifying transaction, Mr. Frick remembered his drive along Fifth Avenue, and, in the autumn of 1905, he signed a ten-year lease on the mansion from George W. Vanderbilt, who had inherited it from his mother, ten years before General Vanderbilt was to inherit it, in turn.

Men of the Period

The period, in New York, when Mr. Frick and Mr. Mellon took their drive along Fifth Avenue was one in which the richer and more successful men in New York seldom took part in public life. Perhaps as a consequence, they set about fashioning a special cosmos of their own. And if, in designing it, they kept their pleasures and personal tastes too much in mind, they still succeeded in creating a world of great elegance, richness, and imagination in which, for a span of fifty years, the arts flourished, good taste became widespread, and philanthropy reached unheard-of degrees of liberality.

The men in society who were most responsible for imparting to the life of the time its particular order and *timbre*, included such paramount figures as Leonard Jerome, the founder of Jerome Park, the partner, in many a business exigency, of William H. Vanderbilt, and the grandfather of Winston Churchill; or, to continue the roll, James Gordon Bennett and Whitelaw Reid, the proprietors of the *Herald* and the *Tribune*.

Prominent also in the very smartest world were leaders like Pierre Lorillard, who had built Tuxedo Park, and, in 1881, won the English Derby with the mighty "Iroquois"—Fred Archer up; Levi P. Morton, Vice-President of the United States; August Belmont, the agent of the Rothschilds in America; E. H. Harriman, the most outstanding railroad man of his time; Abram S. Hewitt, New York's most distinguished mayor; J. P. Morgan, President of the Metropolitan Museum of Art, and always a generative figure in any and every enterprise designed to further taste, education, or the public weal.

The Solidity of Society

There were many others, too, all of whom important personages in the world of clubs and salons; as, for example, William C. Whitney, Cleveland's Secretary of the Navy; lawyers like John Cadwalader, Joseph H. Choate, Lewis Cass Ledyard, and Clarence A. Seward; miners like D. O. Mills, J. B. Haggin, and John W. Mackay; not to mention men of such marked taste as Theodore Havemeyer, William R. Travers, Henry G. Marquand, and—to end our list—the four sons of William H. Vanderbilt: Cornelius, William K., Frederick W. and George W., all of whom had greatly impressed the world of their day, because of their character, cultivation, and public spirit.

An added reason for the solidity of the social structure, before the century turned, was that the older aristocrats, those who, from English or Dutch ancestors, had inherited their position and taste, so often inter-married with the newer and richer families. As a result, the children of wealthy merchants, miners, builders of railroads, and steel mills were constantly infiltrating the aristocratic mass, thereby giving it an added stability.

That phenomenon has, of course, been observable in other periods of history. In the Renaissance, we are offered a comparable manifestation—the marriages between ancient aristocrats like the Orsinis, Caetanis, Colonnas, etc., and newer and richer families, like the Medicis, Borgias, and Strozzis.

The point was made clear, for example, in the case of New York's new Opera House.

When, in 1882, it was proposed to abandon the old Academy of Music, at Fourteenth Street, where opera had been an institution since 1854, and to erect a new auditorium at Thirty-Ninth Street, at a cost of $1,732,000, the old families rebelled at migrating so far to the north. But the rebels, backed by their solid fortunes, so had their way that, on October 22, 1883, the present Opera House on Broadway, at Thirty-Ninth Street, was dedicated with a performance of "Faust." In that opera, Scalchi, La Blache, and the Swedish Christine Nilsson took the leading feminine rôles; Campanini, Del Puente, and Novara, the masculine. (Continued on page 52)

CECIL BEATON

Mrs. Vanderbilt in her tapestried library

Of all the rooms in this great house, the library, dark and crowded with mementos of a lifetime, is Mrs. Vanderbilt's favourite. Far more like a salon in Paris than a room one might expect to find in New York, the library tables are loaded with bibelots, with ornaments in mutton-fat jade, with vases filled with flowers, with books—some autographed, with photographs, all ceremoniously signed.

A beautiful jumble of damasks, petit-point, tapestry, and velvets, this room is thoroughly lived in. The small tables are covered with fringed velvet in the style that was so fashionable in the Paris of Proust's day before the first World War, and that is just now becoming fashionable again in this country. The room has French Regency woodwork of oak, and Regency furniture, some pieces covered in a ripe, raspberry-red silk; others, in the French fashion, covered in the same yellow-green damask as the walls.

But the chief glory of the room is the tapestry, shown here, which was made in Brussels sometime in the seventeenth century. It represents the famous visit of Alexander the Great to Diogenes at Athens. (At that time, Alexander, master of the known world, asked the impoverished philosopher if there was anything that he could do for him. "Yes," said Diogenes, "you can stand out of my light.") It is beneath this tapestry that Mrs. Vanderbilt receives her intimate friends, and serves tea every afternoon.

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THE LIBRARY, THE ROOM THAT MOST ACCURATELY REFLECTS LIFE IN THE MANSION

ANTON BRUEHL • CONDÉ NAST ENGRAVING

LIBRARY TABLE: PHOTOGRAPHS OF THE QUEEN MOTHER AND KING GEORGE VI.

President and Mrs. Calvin Coolidge inscribed these photographs "To General and Mrs. Cornelius Vanderbilt, with best wishes," in May, 1927. (Books are Sully's memoirs and French Marine History.)

The library... record of friendships

SIX PHOTOGRAPHS BY NYHOLM

THIS is by far the most personal of the rooms on the lower floor. Here are photographs that are a thirty-year record of General and Mrs. Vanderbilt's friendships—a record, too, of some of the people who have made history in the last thirty years. Here, on one round table, are the four special vases which for many years, whenever the house is open, have each held a red rose. In this room, the classic French *décor*, so rigidly followed in the rest of the house, is broken by an English painting, an orange-yellow landscape by Turner. And, stuck in one of the sedate scrolls of the elaborate French ormolu clock on the mantelpiece is a tiny, gay Union Jack.

President Theodore Roosevelt inscribed the photograph at right to Mrs. Vanderbilt. At left, Brigadier-General Vanderbilt in his World War uniform. Books are "La Bataille de Verdun," inscribed to the General by Marshal Pétain

King Alfonso and Queen Victoria Eugenia of Spain signed and gave these photographs to Mrs. Vanderbilt in London in 1920. Friends of the family for many years, both, especially the King, sailed often on the Vanderbilt yacht

King George V. and Queen Mary of England signed these in 1935. The books are "Marlborough, His Life and Times," by Winston S. Churchill, Britain's present Prime Minister, who inscribed them for Mrs. Vanderbilt

The Duke and Duchess of Kent, who gave these photographs to Mrs. Vanderbilt, were her friends long before their marriage. The Duchess, who was a Greek princess, is now Commandant of the Women's Royal Naval Services

Queen Elizabeth and King Albert of the Belgians inscribed these photographs to Mrs. Vanderbilt in 1921 at Ostende. Later, when they came to the U. S., they dined at Mrs. Vanderbilt's—the only private house they visited

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The figure of the old Commodore, his singular characteristics, and his sensational career

(Continued from page 48) What now seems a little incredible is that the ancient Orsinis, Caetanis, and Colonnas, at Fourteenth Street, chose precisely the same night on which to inaugurate their own operatic season at the Academy, with "La Sonnambula" as their offering.

If Bellini's opera was given with a less distinguished cast and in less luxurious surroundings, it still had a more aristocratic group of auditors than was the case on Broadway, as everywhere, at the Academy, such august figures were to be observed as John Jay, Royal Phelps, John Bigelow, Alexander Hamilton, and a heaping measure of Van Rensselaers, Brevoorts, De Rhams, Varicks, Lorillards, Hones, Beekmans, Schuylers, and Kanes; families who in many cases were later on to inter-marry with those of their Thirty-Ninth Street rivals.

At the newer Opera House, on the other hand, the boxes had been purchased—and purchased permanently—by what developed into a far more potent and important group, in other words, the Medicis; among whom were William H. Vanderbilt (whose family had subscribed for five boxes, or more than twice the number engaged by any other family), James R. Keene, Bradley Martin, George F. Baker, Charles Crocker, Jay Gould, Henry Clews, Cyrus W. Field, Luther Kountze, William Rockefeller, R. T. Wilson and D. O. Mills. It need hardly be said that in so costly a warfare, victory went to the newer group, despite the disquieting loss of $600,000, which they sustained during their first year of melodic operations.

An amusing episode of that almost bifocal first night, was provided by Mrs. Paran Stevens, a vivacious and prodigal hostess of the day, who, in her brougham, spent the evening in shuttling her daughter up and down between the two Opera Houses, as if to safeguard her status in both camps. That daughter, it must be added, was Minnie Stevens, later, Lady Paget, who was so long to remain the most popular American in London.

The Old Commodore Himself

THE point, in this review, has certainly been reached when somewhat more detailed pictures should be presented, of Cornelius, the old Commodore; of his extraordinary son, and of some of his descendants, as well.

The Commodore was a truly patriarchal figure. Up to middle age, he always wrote his name Van Derbilt. He was well over six feet, incredibly quick, a great athlete, horseman, swimmer, wrestler, and walker. His energy was incalculable; his honesty proverbial. He worked, as a youth, for sixteen hours out of every twenty-four, at his tasks of ferrying, on the Bay, and carrying every sort of freight on his capacious scows, or *piraguas*, which he preferred to call *periaugers*.

Beginning life as a poor boy, and the son of solid Dutch farmers on Staten Island, he was destined to create vast enterprises, and to become, before he died, the greatest figure in railroading and steam navigation in America.

Horatio Alger, Old Style

THAT pattern of success story (from a poor farm boy to a man of undreamed-of riches) was a familiar one at that time. Peter Cooper, coming to New York from Peekskill, worked for $25 a year and his keep. Cyrus W. Field, a boy from Stockbridge, in the Berkshires, worked for A. T. Stewart as an office boy at $2 a week. Horace Greeley hailed from the wilds of New Hampshire; P. T. Barnum from Connecticut; A. T. Stewart himself had been a penniless Irish boy; Thomas A. Edison was a newsboy in Michigan; Roswell P. Flower, a poor boy from a farm. And, as a last example, when Commodore Vanderbilt was born, John Jacob Astor, the founder of a fortune that was to rival his own, was running errands for a baker on Pearl Street.

The Commodore's great-grandfather had brought up eleven children; his grandfather, seven; his father, nine. He himself was to better their record by siring thirteen.

At the end of his first year of work, he bought a boat for $100, a sum which he had, luckily, borrowed from his mother. In a year's time, he repaid his mother with a thousand dollars, and, at the end of a second year, added another thousand to her store.

He never spent a day at school, after reaching eleven. At twenty, he married Sophia Johnson, the daughter of his father's sister. The same year, he built a schooner; the next year, another. He went into shipping, along the Atlantic coast, and soon had $9,000 in cash. In his carrying trade on the Atlantic seaboard, he repeated his first successes, and, after many years, was able to build many great ships (one of them costing nearly a million dollars) for the transatlantic trade. Though at various times he had owned as many as a hundred ships not one of them had ever been lost, or burned, while sailing the seas under his flag.

He always disliked the title, "Commodore," though he certainly, and for a variety of reasons, deserved it.

It was in the early 'Sixties that his passion for railroading first developed, particularly his interest in the Harlem, the first road ever to run out of New York City. Under his magical hand, stock in the Harlem went from $15 to $100. In 1864, at the age of seventy, his interest in the New York Central Railroad began. At seventy-three, he had gained entire control of the road. He used to say that he bought railroads not to sell, but to improve.

The largest employer of labour in the United States, he despised all routine office work; kept his figures in a vest-pocket book; ate sparingly; never speculated in stocks; never refused to see a caller; rose early; read *Pilgrim's Progress* every year, and, for diversion, played whist and drove his trotters whenever he could. At whist, he was something of an expert, invariably playing for a stake. Once, on returning from an evening at the Union Club, he said, "I have just seen the funniest thing: Horace Clarke and three grown-up men playing cards for nothing."

As a result of buying railroads, improving them, and operating them with great acumen, his fortune increased. He was able to raise the nominal value of the New York Central from thirty-six to ninety millions—and paid out, annually, eight per cent. on that higher valuation.

The Commodore Remarries

IN 1868, his wife died. A year later, at the age of seventy-five, he remarried, after eloping (but in the greatest propriety) to Niagara Falls, with a subsequent honeymoon at Saratoga. This time, his wife was a Miss Crawford, whose first name, a little unbelievably, was Frank; a charming and religious lady of thirty-five years.

His railroad empire prospered. Central reached $200. Once, at midnight, he carried home, in a great bag, six million dollars in greenbacks; profits from his railroads.

In the early 'Sixties, he obtained a charter from the Legislature authorizing him to erect, at a cost of $6,500,000, the Grand Central depot at Fourth Avenue and Forty-Second Street (that was before Park Avenue had ever been heard of).

The station (which he himself named and the site of which he selected) was finally completed in 1863, and has, since then, twice been rebuilt. It had succeeded the previous depot (in use during the 'Fifties) at Twenty-Sixth Street and Fourth Avenue.

When he was eighty-one, he said to a friend, "I have made a million dollars for every year of my life, but the best of it is that it has already been worth three times that amount to the people of the United States." When he died, he controlled a railroad a thousand miles long with a capital of nearly $150,000,000 of which he owned half.

At his death-bed, with his children and grandchildren around him, he calmly bade them all goodbye, while his wife—the solately-found Frank—led the group in singing his favourite hymn, "Show Pity, Lord."

By his order, the Grand Central Depot was not draped in mourning.

He left, finally, $105,000,000, approximately $95,000,000 of it to his son, William H. The rest he left to his wife, his daughters, to Vanderbilt University, which was named for him, and to other charities. In endowing a college that was to bear his name, his motive may have paralleled that of Cornell, Vassar, and Johns Hopkins—who had, like the Commodore, been illiterate men.

The Really Fabulous "North Star"

Of all the Commodore's journeyings, the most completely fabulous was his hegira to Europe, with his entire family in tow. That expedition was carried out in 1853, or nearly thirty years before his son's redoubtable mansion was ever to be built.

As he had long determined to give his children a taste of European culture, he sold, and at a most gratifying profit, his successful steamship line to Nicaragua. With that bit of money in hand, he built the *North Star*, the costliest and most magnificent yacht which the world had ever seen.

The two-thousand-ton vessel was a side-wheeler and the largest ship afloat. She was two hundred and sixty feet long, on the keel (the length of Vincent Astor's most recent *Nourmahal*, which is now serving in the United States Coast Guard). She was thirty-eight feet broad, with a total depth of twenty-eight feet. Some of her saloons were built of satinwood, some of rosewood. A few were decorated in the manner of Louis XV.

She was put in command of a captain who had long been in the India trade, while her victualing was entrusted to John Keefe, a noted caterer on Broadway, not far from what was then the Racket Club. A physician was also taken along, while the family's spiritual needs were entrusted to the Reverend Dr. John Overton Choules, who subsequently wrote a book concerning the pilgrimage, in which the Commodore's virtues were—perhaps a little too frequently—extolled. Prayers were said in the evening, grace was pronounced at every meal, and short sermons regularly delivered on Sunday mornings.

The *North Star* was equipped with two lever-beam engines and four boilers, each of them twenty-four feet long. Dr. Choules relates that there were thirteen double staterooms for the family alone, and that the sofas in the saloons cost $350 each, the couches $300, the armchairs a paltry $50.

Ten of the Commodore's children accompanied their father and mother on the cruise. There was, to begin with, George, the youngest child, who was later to die in the Civil War. There was also William H. (the chief character in this saga), then aged thirty-two, and Maria Louisa, his wife. There were, likewise, eight of the Commodore's daughters—including Phebe-Jane, Ethelinda, Eliza, and Maria Elecia. One of the daughters was unmarried; the others—Mesdames James Cross, D. B. Allen, George Osgood, W. K. Thorn, Daniel Torrance, N. B. LaBau, and Horace F. Clarke—took their husbands along, perhaps as supercargo.

The yacht visited London, Southampton, Copenhagen, Stockholm, St. Petersburg, Malaga, Naples, Malta, Athens, Constantinople, and Alexandria, at which port young William H. caught his first sight of what was later to become his personal obelisk. Before the *North Star*, on her return journey, had tied up to her pier in New York, the Commodore stopped her engines at Stapleton, Staten Island, where, since a measurable darkness had set in, rockets were exploded in honour of the Commodore's mother, a lady so aged that she died three months after that pyrotechnical display.

When the Commodore, shortly before setting sail from New York, had been asked by his friend, Jacob Van Pelt, how he could possibly afford a yacht costing $500,000, he replied—presumably with a touch of unction—"Van, I've got eleven millions invested better than any other eleven millions in the United States, and they are worth all of twenty-five per cent. to me, and without any risk."

The Commodore later sold the *North Star* (for which the present Cornelius—his great-grandson—named a yacht of his own) to the United States Mail, for $400,000.

Among the episodes of that remote odyssey, the parson has recorded that at the height of the London season the family, *en masse*, attended a performance of "*Les Huguenots*" with Grisi and Mario in the principal rôles at Covent Garden. (It may be remembered that when, later, Mario and Grisi were married, there was discussion as to whether the children would be grisettes or merely marionettes.) It appears that that very gala was attended by Queen Victoria and her nearly sacred Consort, and that Mrs. Vanderbilt and the Reverend Dr. Choules were agreed in thinking that the Queen's dress was *unnecessarily* décolleté.

The entire trip of 15,000 miles occupied four months. On one particularly propitious day, the yacht logged off three hundred and forty-four miles. During the journey, two thousand, two hundred tons of coal were consumed, and nobody knows how many woodcock, a bird of which the Commodore was so fond that Keefe, the caterer, in loading them in, had been told in no wise to stay his hand.

Sketch of William H. Vanderbilt

Almost as amazing a figure as the Commodore was his son, William H. Vanderbilt, the first lord of the mansion. This prodigy must have possessed something very like a genius for business as, after inheriting $95,000,000 from his father, he was able to double it in less than eight years.

His passions were for trotters, collecting pictures, whist, great houses, and grand opera, in about that order. He weighed one hundred and eighty pounds; never used tobacco, ate sparingly (a great many rough cereals, with milk), and abjured hot breads. He sometimes went for a week at a time without tasting meat. He never wore jewellery and always dressed in the plainest black. A little unaccountably, he wore—presumably to the dismay of his friends—a pair of drooping, "Piccadilly" whiskers, which, in all their abandon, provided, along with his tall silk hat, an inspiring sight as he flicked his famous trotters ("Maud S.," among them) along the upper reaches of Seventh Avenue.

Born on a farm in New Brunswick, New Jersey, in 1821, he began his business career as a clerk. He married at nineteen (his father had married at twenty), and went into farming, at New Dorp, Staten Island, where his eight children were born. Later in life, he joined his father in his various enterprises and became Vice-President of the New York and Harlem, and the Hudson River as well.

He had much of his father's energy, all of his acumen, and even more than his industry. In 1879, he owned, personally, three-fourths of the stock of the New York Central. In 1881, he was employing 15,000 men, 23,000 freight-cars, and 638 engines. At one time, with the skillful aid of J. P. Morgan, then a rising young banker, he sold, in England, 250,000 shares of his New York Central stock, deriving from the transaction the sum of $35,000,000. That nest-egg he immediately converted into Government bonds, so favourite a form of investment with him that, early in the 'Eighties, he admitted to having invested more than $53,000,000 in them.

Death in the Mansion

He had hoped to live ten years in his mansion, but was fated to die in it in less than five. He was fifty-six when his father died, and sixty-four when, suddenly and without warning, he keeled over dead in his library, where he had been arguing, somewhat heatedly, with Robert Garrett (the son of his old antagonist in transportation) over the right of the Baltimore and Ohio Railroad to enter New York. His wife and eight children survived him; among them, Mrs. Twombly, who had lunched with him only two hours before he was to die.

He left the bulk of his estate to two of his four sons—Cornelius and William K., both of them older than Frederick and George. Cornelius and William K. inherited a little over $62,000,000 each from their father's estate, the other two receiving much more moderate shares. But what is so strange is that Frederick, the son who had come in for one of the two minimum shares, managed to increase his portion sevenfold and to die the richest of the four brothers.

William H. also left many charitable bequests: a half- (Continued on page 90)

CARSWELL

Mrs. Vanderbilt gives one of her ceremonial dinners

THIS photograph shows a typical formal dinner at the Vanderbilt house. From the centre of one side. Mrs. Vanderbilt (wearing one of her characteristic bandeaux) presides over the long, silver-laden table. Forty-one of the forty-six guests at this dinner are listed below:

FAR SIDE OF THE TABLE
LEFT TO RIGHT

Mrs. Grafton H. Pyne
Mr. J. Norman de R. Whitehouse
Miss Julia A. Berwind
Dr. Hamilton Rice
Mrs. Truxtun Beale
The Hon. Alfred Anson
Mrs. J. Borden Harriman
Mr. Frank Lyon Polk
Mrs. James W. Gerard
The Hon. Ogden H. Hammond
Mrs. Godfrey Haggard
Baron Hubert Lejeune
Mrs. Parmely W. Herrick
Mr. Williams Burden
Mrs. Frederick Frelinghuysen
Mr. Louis Bruguière
Mrs. Joseph Clark Baldwin
Mr. William M. Chadbourne
Mrs. J. Norman de R. Whitehouse
Mr. Frederick Frelinghuysen

NEAR SIDE OF THE TABLE
LEFT TO RIGHT

Miss Valerie Moore
Lieut. John G. Munroe
Mr. Kenneth W. Pendar
Mrs. Alexander Biddle
Mr. Edgar W. Leonard
Mrs. Francis C. Bishop
The Hon. Joseph Clark Baldwin
Mrs. Ogden H. Hammond
Mr. Godfrey Haggard,
the British Consul General
Mr. Elmendorf L. Carr,
who lectured after dinner
on South American affairs
Mrs. Vanderbilt
The Hon. James W. Gerard
Mrs. Frank Lyon Polk
Mr. William Goadby Loew
Mrs. Robert L. Bacon
Mr. J. Henry Alexandre
Mrs. Edgar W. Leonard
Mr. A. Charles Schwartz
Mrs. J. Henry Alexandre
Mr. James Beck
Mrs. W. Thorn Kissel

Ballet Length

ABOVE: Madame Valentina's ballet skirt, ballet slippers. They're "ballet" in name only, they're the off-stage world's new love for small dinners. The dress is black mousseline de soie—gloves, slippers, stockings are all black. Jewels from A La Vieille Russie

OPPOSITE: The half-way hem...the new measure for half-way formal dances. Pink silk organdie bound with black velvet. Perfect choreography: pink stockings and black slippers. Germaine Monteil design; Bonwit Teller; Bullock's-Wilshire; Ransohoff's

Half-Way Hem

Over the table

Is it a sit-and-talk evening? Consider, then, the picture you make as you sit in a restaurant, a café, a night-club. What people see of you is a head-and-shoulders portrait... the hat you wear, and the jewels; the way your dress is at the throat and sleeves; your hands and your arms as you lift a glass or light a cigarette. You can put a great deal of drama into your over-the-table costume—but it should be drama that is thoughtfully and knowingly directed.

Consider the "props" you might choose for such a setting. A new dinner-dress, like the ones sketched above, minuscule as to sleeve, with a neck-line exaggeratedly high or exaggeratedly low. A hat that's tiny and elegant, feathered or sequinned or caught up entirely in veiling. Gloves, very soft, very, very long. Your loveliest jewels, blazing against black. For, very probably, you'll start with black, and add colour: fuchsia...perhaps your bag and shoes; or pink...perhaps your shoulder-high gloves; or perhaps still more black.

Above—two very showmanlike ways to achieve the new season's new over-the-table look. First: Black silk velvet hat, deep in feathers. Low-necked dress of black silk crêpe, short of skirt and sleeve. Long, long black suède gloves. Ruby, diamond, and emerald jewellery. Second: Royal-blue feathered hat. Short black dress of rayon jersey. Long black gloves of silk velvet. Gold, diamond, and emerald jewellery. Both costumes—from Bergdorf Goodman

Is it a dancing evening? Consider, then, the picture you make as you rise from your table...spot-light on your legs, your feet, the important new line of your dress at its hem. For skirt-lengths, practically immobile for over a decade, suddenly become fashion news again. They are short—sometimes street-length, as in the dinner-dresses sketched opposite. They are *pretty* short—as in the new ballet skirts. They can't quite make up their minds—as in the short-in-front, long-in-back dresses. Or they're long—but slit to the knee.

And the skirt you choose determines the shoe you wear. With the ballet skirt—some sort of ballet slipper. With the day-length skirt—the most delicate of afternoon shoes, in suède or kidskin. With the long-in-back skirt—the nakedest of sandals (on a platform, to give your foot the new clog-look). With the slit skirt—a classic opera pump—and a stocking dyed to match your dress, or the sensational new black stocking with lace.

Below—three steps toward your own dance drama. First: For your slit skirt—classic black crêpe opera pump, and stocking-of-the-year—sheer black silk, with lace medallion. Second: For your long-in-back skirt—black suède sandal; gold kid piping and platform sole. (Watch for that "clog" look, more and more, in shoes this winter and next spring.) Third: For your ballet skirt—a three-inch platform sole on a black satin ballet slipper, tied with green satin ribbons. These shoes and the Tabarin stockings—Saks-Fifth Avenue

Sun Valley

THE snow is beginning to fly there now. And as soon as snow flies, ski talk flies...the talk, this year, being about...

...The two new trails being opened up on towering Baldy Mountain, promising two more daredevil descents.

...The stiff competition in winning a diamond ski, the coveted gold-and-diamond ski pin awarded to those who can make the hazardous 3,200 foot vertical descent in record time. Not many men, and only two women, Gretchen Frazier and Clarita Heath, wear it.

...The absence from the ski ranks this year of twenty-three-year-old Kathleen Harriman, daughter of Sun Valley's founder, who is risking the hazards of London this winter, reporting for the International News Service and working with Mrs. Randolph Churchill.

...The unbeatable convenience, and chic, of the new one-piece ski suits, built like a garage mechanic's suit, and perfect protection against chill blasts on the small of the back.

...The wide-open gambling spot, Christiana, in the frontier town of Ketcham, where gambling is all aboveboard, where the talented, blind Paul Brown plays an organ—he is the brother of the movie comic, Joe E. Brown.

...Having cocktails at the swimming-pool at Sun Valley, while you watch the Nevada sun set.

...The growing intolerance for anything but classic simplicity in ski clothes. The steadfast loyalty to stream-lined trousers, whether they go by the name jumping pants, downhill trousers, or *Springerhosen.* The effectiveness of ski skirts—when both your technique and legs are good.

...The speed with which almost any skier becomes "good" under the tutelage of ski-master Freidl Pfeifer.

...The new Alpine school for children at Sun Valley, run by Donald MacJannet, who used to run the one in Europe. People are planning to put their children there...to train both minds and muscles, for skiing is part of the curriculum.

...The unimpeachable look of black ski clothes against white snow—very new when worn with a magenta-pink sweater.

MRS. EDWARD WIGGLESWORTH, JUNIOR (opposite)

Acknowledged as one of the best women skiers on Baldy Mountain is Mrs. Wigglesworth, of Wenham, Massachusetts. The former Marian McKean, she was a member of the American women's Olympic Ski Team until it was disbanded

Miss Kathleen Harriman, daughter of W. Averell Harriman, head of the recent mission to Russia

Mr. Jerome Hill, grandson of famous railroad pioneer, J. J. Hill, is one of the ski experts

Mrs. Wm. Hale Harkness, Stephen Van Rensselaer, Joseph Thomas, Mrs. E. Earle, John de Bragança

TONI FRISSELL

One-piece ski-suits

TONI FRISSELL

ABOVE: New sight on the ski-runs, the open slopes, the *langlauf* trails of America—one-piece ski-suits, functional as flying-suits, victorious over that gnawing snow-down-the-middle problem. The one above, photographed at Sun Valley, has a collarless jacket-top zipped snugly onto its tapered downhill pants. It's of Forstmann's natural wool gabardine. $85. Jay-Thorpe

OPPOSITE: Workmanlike as a mechanic's coverall—the one-piece ski-suit. (And a workmanlike, unfussy look is the one you want this year, more than ever, for skiing.) You see it, opposite, in beige all-wool snow-repellent cloth, zipped up the front. (Designed by Clare Potter.) Snow-repellent, too—the fact it's one-piece. $59.95. Bonwit Teller; Marshall Field; I. Magnin

ALL-BLACK (left) : There's a new love for all-black, against the all-white of the skiing slopes; a new insistence on trim, workmanlike, severely functional ski clothes like these. At Sun Valley, Mrs. Sherman Jenney, left, wears black all-wool gabardine pants, lean and tapering; $19.50. With them, an initialed black shirt of snow-repellent cotton "Element Cloth"; $10. Both are from André

WARM-UP COAT (below, left) : Of sand-coloured cotton poplin, cosily lined with eighty-five-per-cent-wool blanketing. Perfect for chilly rides up-mountain on the Sun Valley chair-lifts—perfect to slip into after skiing, to wear driving or sleigh-riding. Cotton corduroy collar and cuffs, buttons down the front, raglan shoulders that fit easily over the bulkiest sweaters. $18.95; Altman

HOOD (below) : This is not the Faceless Fiend, but Vogue's photographer, Toni Frissell, who took all the Sun Valley pictures on these and the foregoing pages. She's muffled to the eyes in a Bolivian priest's knitted hood—loot of a former camera jaunt

TONI FRISSELL

Ski-worthy

SKIING SKIRT (above): News at Sun Valley, news everywhere in America that skis flash and snow flies, this winter. Not recommended for beginners—but for those whose technique, and legs, are good, there's nothing smarter. This one is of navy-blue all-wool gabardine, above-knee length. The price; $10.95. With it, navy-blue wool ribbed stockings, almost hip-length, to keep you warm on windy down-mountain runs; $3.95. White weather-proof "Anorak" cotton twill windbreaker, with drawstrings at the throat; $7.95. All; Altman

MOTHER-AND-DAUGHTER TEAM (right): Chances are that your ten-year-old daughter is as ski-mad as you are—and every bit as expert. If that's the case, you might take to the hills together in these twin outfits, photographed at Sun Valley; identical downhill trousers of black wool gabardine, identical bright-fuchsia sweaters (fuchsia is new for skiing), ribbed and hand-knitted of pure wool. The mother's trousers cost $50; the child's, $35. Mother's sweater, $30; child's, $25. All four are from the Custom Order Department of Saks-Fifth Avenue

DECOR BY LAVEZZO

To dine in at home...your own or someone's else...those do-dress evenings. First: White Celanese rayon crêpe, beaded and gilt-embroidered. $49.95. Second: Pale beige rayon mat jersey, gilt-braided into classic lines. $39.95. Both dresses, from the new "Young-Timers" Shop, at Henri Bendel

High the fashion...

RAWLINGS

...low the tariff

For restaurant dining—these over-the-table-top conversation pieces. First: Cyclamen rayon crêpe, fringed. $29.95. Bonwit Teller; I. Magnin. Second: Black Celanese rayon crêpe; lace bodice. (Wear it, perhaps, under a black Alaska Sealskin cape.) A Kalmour design. $39.95. Best; I. Magnin

DECOR BY MORTIMER

Much less sleeve

Newest idea for your "don't dress" evenings, when you're wearing a little day-length dress—have the shortest of possible sleeves, and the longest of possible gloves.

First above: Black and green sheath of American Enka rayon crêpe. $49.95. Black lace snood. Lord and Taylor; J. L. Hudson, Detroit

Second: Black wool, threaded with gilt, in a coat-of-mail effect. $39.95. Beaver felt off-the-face hat (negotiable for dancing). Nice with long black jersey gloves. Altman; J. L. Hudson, Detroit; Rich's Atlanta

RAWLINGS

...much more glove

Well-timed for late afternoon or evening, right for a restaurant or the theatre, these new costumes—brief as to sleeve, lengthy as to glove, very new-season as to silhouette.

Above: Crimson rayon crêpe, with a cascading jabot upon its skirt. There are, observe, the merest whispers of sleeves. $29.95. The fragmentary toque is of fine black Persian lamb—as is the capacious muff. Worn, of course, with long, long gloves of black wool jersey. This costume: Jay-Thorpe; Scruggs-Vandervoort-Barney, St. Louis

Skirt Lines Going South

Ballet lengths

Below the knee

TAKE South with you these new measures in skirts. Resort news hangs on a hem-line this year. Take ballet-length skirts to wear over bathing-suits, to team with simple sweaters by day, with jewel-decorated sweaters at night. Take knee-length—or just-below-knee-length—skirts to play in. Take skirts that dip in back for late afternoon. Take ankle-length skirts with deep slits—to dine or dance in. Take wrapped, draped, pleated, gathered dirndl skirts—the more the better.

Take South with you long jumpers for day and night. Take stripes in such unexpected alliances as magenta, purple, and white; or rose, green, and pink; or red, pink, and white. Take slacks that taper, or—for dancing—slacks almost skirt-wide. Take, for travelling, a linen or tussur suit. Take, for luncheon, the new low-neck, sleeveless dress called a shift—see one left.

Take South with you cotton mesh stockings—white or dyed in bright colours. Take cotton gloves that exactly match your stockings. Take crocheted snoods and jersey turbans that tumble to your shoulders. And do take ballet slippers and espadrilles to put your new skirts on the right footing.

UNDER TWENTY

Stiff fabrics for evening, and covered shoulders; all under $20— for you under 20 years

You see here three attractive young Bostonians, at the première of the Eugene Berman show at the Boston Institute of Modern Art. The dresses they wear...newly stiff of fabric, full of skirt, covered of shoulder...you might choose for any of your major young evenings—for a débutante party, for the theatre in New York, for dances after the big end-of-season games.

At the right: Miss Joan Griess, the daughter of Mr. and Mrs. Justin W. Griess. Her dress is of silvery grey rayon satin, with a full skirt, and covered shoulders, and a tight bodice glittering with rhinestones

On the opposite page—first: Miss Constance Bradlee, daughter of Mr. and Mrs. Frederick J. Bradlee, junior. Her skirt is black Celanese rayon taffeta; her bodice, blue taffeta with black velveteen stripes

Opposite—second: Mrs. John Akin. the daughter of Mr. and Mrs. F. Murray Forbes. Celanese rayon brocade dress...nice and stiff...in tones of gold and cream, with an Empire neck-line and a tiny bustle

• The dresses on these two pages are all under $20; Best; I. Magnin

TONI FRISSELL

Photographed at the Boston Institute of Modern Art

HORST

New beauty **Perhaps you have already heard of it—perhaps you have read of it—the fabulous new face cream which its makers unblushingly admit is the most costly cream in the world. It is composed of ingredients from many far places, and it's called "Oils of the Wilderness." It is made by Frances Denney—and intended to be a complete beauty treatment, except for cleansing. You might use it, on a very young skin, a mere once a week; on a not-so-young skin, perhaps three times. And *always*—sparingly.**

New jewels, New scent

Perhaps modern is an overworked word, but surely, no period but today could have created these forthright, magnificent jewels. They are designed by Paul Flato of blazing, yellow sapphires, diamonds, and gold, in lines which have nothing to do with any era but our own. In the same mood is "New Horizons," an entirely modern, new perfume by Ciro—their first new perfume in three years. It is young yet worldly, warm yet unexotic, and almost incredibly lingering.

Major Fashions...

TASMANIAN OPOSSUM greatcoat: Made of a fur that's new to this country, but already beloved—soft and warm as eider-down, yet cloud-light on your shoulders; opulent-looking as can be, yet incredibly kind to your purse. Above, you see this miracle fur (in its natural, undyed state—a soft brown) in a flaring, finger-tip-length coat for day, with deep arm-holes, wide sleeves, that are made to slide easily over suits. $395; Esther Dorothy, Boston. The moss-green felt hat, with a Gay 'Nineties motoring-veil, from Walter Florell

ALASKA SEALSKIN wrap-around coat: Black Alaska Sealskin, important again this year, in this year's favourite coat—the wrap-around; and this year's favourite length—just to the finger-tips. You wrap it cosily around you or leave it hanging loose and full, over narrow-skirted day dresses, tubular black dinner-dresses—in fact, over practically everything you own. Turn the collar up like a 1790 dandy's—as in the photograph—or down. Yours for a comparatively modest price—$385. At Gunther. Decorations by Lavezzo

...Minor Prices

RAWLINGS

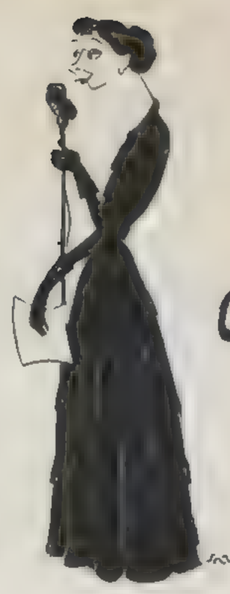
INDIAN BROADTAIL all-around coat: White fur coats aren't restricted to evening, this winter. Suddenly, they look fresh and exciting for day, too. Above, one of the newest of the new white fur coats—a finger-tip length one of the flattest, sleekest broadtail extant, warm as a polar bear's coat, light as a snowflake. It goes over slacks in the country, or over evening dress in a box at the Horse Show, with equal ease. And, like all the new coats on this page, it's minor in price. With it, a wimple of pale blue wool. Both; Henri Bendel

WHITE CARACAL jacket: The look of lightness, of luxuriousness, you've always loved in white evening furs, appears in the daytime. Specifically—in this square-cut, boxy jacket of thick white caracal, with four little pockets in front. Perfect against a country snow-scene (you could even wear it over ski-clothes); dramatic with black dresses, or pale-coloured wool dresses, in town. It's a "little fur" that's short on length, long on usefulness. Nicest of all—the price is far from luxurious. Wool snood. Both from Henri Bendel

RAWLINGS

Miss Ilka Chase, actress...
Radio star...Cross-country lecturer

The philosophy of being a woman



A gay and pithy excerpt from a lecture by Ilka Chase

THERE may be differences of opinion about my achievements as an actress; it's possible there are a few base types who don't care for my radio program; it's a cinch that when my book is published, the reception will be mixed, to say the least, and I may lose some dear, dear friends; but I have one indisputable claim—I *am* a woman. The philosophy of being a woman must necessarily be my own, but I hope we may find that in many respects we have the same one.

When I started lecturing and asked what subject I should discuss, I was told, "Oh, Miss Chase, you are so versatile." This left me doing as neat a bit of bag-holding as I have yet seen. It was cold comfort to one who had hoped for a reassuring topic, such as "My Happiest Day Last Summer," or "How to Currycomb a Horse." Of course, there is always the theory of relativity—there certainly is, and leave it lay, would be my advice—or there are the more obscure sixteenth-century poets, but as I barely get around to Ogden Nash, I don't feel qualified to hold forth on the boys.

What to talk about? I mulled it over in my mind. My mind is small, and I can easily finish my mulling between tea and dinner, and in the course of it—the mull, that is—I discussed the problem with my mother. Mother, as many of you probably know, is a lady who has had a good deal of experience with women, what with being the Editor of Vogue over a period of many years, so she said, "Well, dear, you might talk about the philosophy of being a woman, and what a full-time job it is, and for goodness sake, before you go to ——, get a decent hat."

Personally, I like my hats, and some of my friends say they do, too, but Mother looks at them with a cold eye which is not only maternal, but editorial, and says, "Really, dear."

Of course, nobody pleases everybody, and I suppose there are those who will find me light-minded. I can hear them now: "That girl is a flibbertygibbet." Oh dear. But I hope it won't sound too light-minded if I say that it seems to me that an important part of the philosophy of being a woman is one's personal appearance.

MISS ILKA CHASE (opposite)

Known as a calmly acidulous actress, as a radio star who can make a program sparkle by rubbing together two wisecracks and one celebrity, Miss Chase this winter adds two new strings to her bow. She is writing a book of memoirs, and she is buckling down to a full-term lecture tour. For some lectures, Miss Chase will wear the dress from Falkenstein shown opposite—a close black jersey top, a spreading skirt of brown faille, hung with black tassels. And from this vantage-point, she will utter her own light-hearted, debunked thoughts on being a woman

INLAID EBONY AND MOTHER-OF-PEARL DESK FROM MCMILLEN

I think it's very important to be well-dressed. No matter how fancy our astral bodies, until that day when we lean them against a harp and shake the feathers out of our wings, they are invisible to the common people. We might as well make the mosta of the besta that we've got. I think it's important to be well-dressed. I also think it is extremely difficult, particularly if you have the minor distractions of a husband, home, children, in-laws, possibly a job, etc., etc., it becomes a little harassing. You doubtless know better than to wear those rather fancy shoes with a sports suit, but, good Lord, you're in a hurry, and those shoes were handy.

STILL, dressing well needn't be a chore; it can be great fun, but I have long contended that to be well-dressed, two of three things are essential—time, money, and taste. Of course, if you have all three, you're on velvet, but you must make two points to score at all. If you're very busy, but very rich, it's no problem—the hair-dresser comes to your house, you go to the best shops, and, with your unerring instinct, you pick up a bit of perfection for a casual two or three hundred dollars, you add a clip especially designed for you, and, in a trice, you are the ten best-dressed women.

That, however, is a kind of dreamy set-up, which few of us suffer from. Of course, if you are very poor and desperately busy, the chances are you have more pressing matters on your mind than "Are padded shoulders on the wane?"—but let us suppose for the purpose of today's lyrics that you are an average woman like the rest of us, with some time on your hands, a little money, and better-than-average taste in dress.

You can go far on a limited budget with unlimited imagination, provided you have the time to shop around, or to run up little marvels for yourself. We may, indeed we should, wear simple clothes, but a fresh and unexpected combination of colour, an amusing and unusual accessory, an individual manner of wearing your hair, will go a long way towards establishing your reputation for chic.

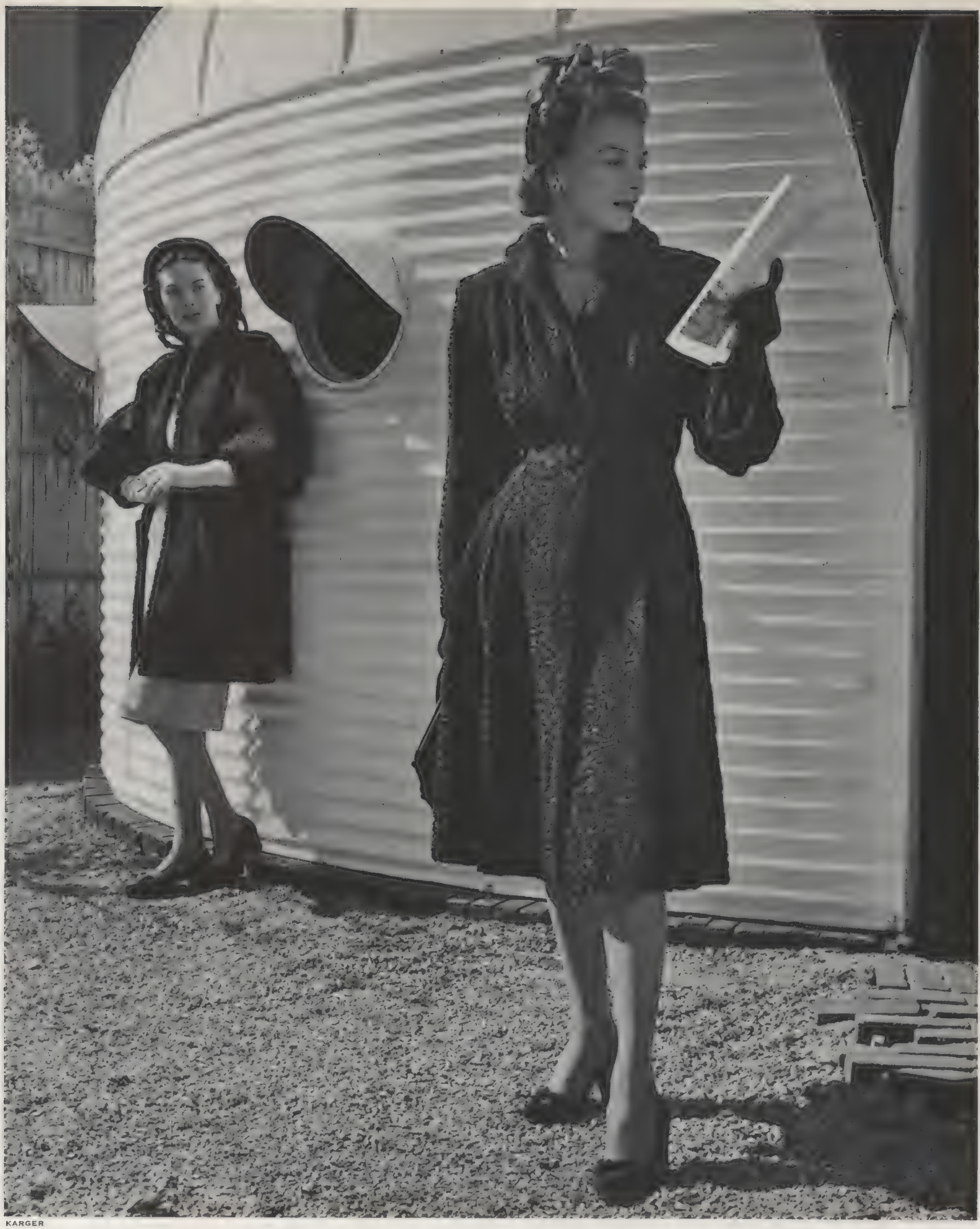
In an effort to achieve simplicity, it is, I think, important to avoid the drab. Clothes (Continued on page 101)

BACK VIEW AND SIZES ON PAGE 101

Pale dress, dark fur

Designs for dressmaking

A dress formula for North or South—bright, light shades that are as amiable in warm climates as in cold, as nice under brown furs as black. This dress is yours for the making. Try it in hyacinth-blue, plaster-pink, or off-white. Special applause for the slim skirt, its fullness in front craftily released below curved tucks. Design number 9247



KARGER

Dark fur, pale dress

Daily double for winter

The glistening black of Persian lamb photographed against the pale, modern shape of Buckminster Fuller's "Defense House" at the Museum of Modern Art. Both coats are deftly cut, both are Hollander-dyed Persian lamb, both are worn with pale dresses, both are Ritter Bros. coats at L. S. Ayres, Indianapolis. The hats from Lilly Daché

A LETTER FROM LONDON

Lady Oppenheimer tells how Englishwomen combat food rationing

In a, perhaps, unwarrantably confident mood, I wrote to a friend in America that she would be surprised at what we can still do, in spite of rationing, to make our menus attractive—"even chic," I imprudently added. For I am aware that maybe we have lost our eye and our taste, through seeing nothing new for so long. Certainly we are pleased with things that all of you take for granted.

But to these rash words I owe this invitation to tell you how we manage, and I must try.

Some of us, who live in the country, have a constant small stream of visitors—Allied airmen, who have done great things and need a rest; nurses injured in a blitz; friends taking their first holiday in two years; last week I had a Buddhist priest from Burma, a delightful, cultivated man, trained in A. R. P., who had done fine rescue work.

These grand people must not find us too drab; we hate to think that all the graces are slipping over the edge of memory. Most of our guests come from camp or factory or hospital or blitzed area; things that are gay and cared-for-looking please them a great deal.

Per head, per week, we have meat to the value of one shilling, twopence, one-half pound of sugar, three ounces of cheese, two ounces of butter, six ounces of margarine or cooking fat. Milk is short, eggs very short. A half-pound of jam or marmalade has to last a fortnight. No syrup or treacle; no cream, of course; no lemons or oranges.

I should add that all of us, with houses, have small pre-war stores. We draw on them with extreme caution, for nothing can be replaced.

But rationing is not all! Service is almost as big a problem. Men and young maids have gone to war work. Service, when you can get it, is apt to be rickety or inexpert.

My cook is over seventy; she is frail, I have to take care of her. Cooking must be simple, no complicated processes. She who looks after the table is a wild, nice Irish girl, a "neutral"; she assembles the glass and silver, but has no eye for symmetry. Every day I must make pattern out of jumble.

As a general policy, I use my best and gayest; table-linen, bed-linen, silver, glass, and china. They give a sense of well-being that does people good.

To begin with *breakfasts*—we have nothing cooked. With no eggs and an aged cook, it is not possible. But we have tea, excellent coffee; cereals haven't failed us as yet; brown and white toast, honey, sometimes marmalade, and, in summer, fruit—cherries, raspberries, peaches, figs.

This luncheon went well: Fillets of hake *au diable*; baked peaches; potatoes; mixed vegetables; Java cream.

Each fillet of hake was spread with a paste made of margarine, curry-powder, and chopped onion, baked for twenty minutes. For the peaches, I took a tin from my precious store-cupboard, laid them in rows in a fire-proof dish, sprinkled over breadcrumbs and Parmesan, and baked.

For the mixed vegetables, I searched out a large Early English slipware dish—earth-brown, with bold design in cream and red and black. On this, I built up a "still-life"—a group of green peas, beans, carrots, turnips, tomatoes, beet-root, around a central cauliflower. Vegetables we have in plenty; every one grows them now.

"Java Cream" is rice, castor sugar, apricot jam, sherry, and, not cream, but the top of the milk.

Our cellar has not yet been blitzed, so we still have some of the wines of France, precious, irreplaceable; but one can only drink a bottle of wine once, after all, and tomorrow may be too late. So, for a treat that day, we drank Château Yquem, and felt rich and happy.

On Sundays we have the weekly joint, the combined result of all our meat coupons. It is difficult to be original with roast beef and Yorkshire pudding: to follow them, as a sweet (you call it "dessert"), last week we had Jamaica Rum, a sort of junket with a touch of black treacle in it.

Once a week for luncheon we have Irish potato cakes and rashers of bacon, with salad. (This uses up all our bacon for the week.)

The sweet varies, but a great favourite is what is called *Kiesel* in Poland, *Rod-grod* in Denmark. It is a purée of fresh fruit, with what sugar you can spare, mixed with potato flour and served with hot biscuits.

Yet another weekly lunch is "Toad-in-the-Hole" (sausages in batter; sausages are unrationed), potatoes and salad. I take a lot of trouble with these salads, to make them taste and look good. Then, we may have a chocolate-and-date pudding: dates are sweet, no sugar needed.

On meatless days, we have to be inventive. Boiled rice or macaroni or barley, mixed with curry sauce, vegetables, raisins, sprinkled with cheese and finished under the grill.

Fish is not plentiful, but some kind or other can generally be found. Chickens never. Duck occasionally.

Iced tomato soup, roast duck, green peas, fresh fruit, coffee, kümmel—that was a gala menu. So was smoked salmon, asparagus, mock Welsh rarebit (without eggs).

A good night was mushroom soup, grilled salmon, new potatoes, salad, cheese kisses. Or: Soup, smoked haddock, potato cakes, fried vegetable marrow, Hasty Pudding with hot golden syrup sauce. Syrup is a rarity.

"As you"
A subtle, exquisite fragrance
in perfume,
flower mist, dusting powder
Elizabeth Arden
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691 FIFTH AVENUE • NEW YORK

Cordially Yours,

Crosby Gaige.

Author of Crosby Gaige's Cocktail Guide and Ladies' Companion

I LIKE women and I don't care who knows it, I always have and I trust I always will. I like them when they are two or three or six years old, and with a discreetly friendly salutation to several intervening decades, I like them most when they have silver hair, cheeks softly wrinkled by laughing at their men folk, and they are wise and kind, and by some final miracle, reticent.

Thus with an obeisance of devotion I introduce the substance of this sermon — the *cordial* and *liqueur* — a subject that should be well and competently understood by ladies of every age, and every circumstance.

Cordial is a word that means something from the heart...a word with a quick and ready smile. It connotes grace and friendliness and so comes properly within the province of the ladies. Learn all there is to know about cordials yourselves, see to it that your cellar is equipped with interesting variety. And if you will take my advice you will attend to their service in person as a special grace-note at the end of dinner.

You know just as well as I do that most men are creatures of ruts and routines and have only faint vestiges of imagination. Why you ladies ever get yourselves involved with them I'll never understand. Having done so however, you may, if you wish, permit the so-called master of the house to deal with cocktails made of gin or rum or whiskey. You may, perhaps, with an encouraging smile, let him function with strong waters in tall glasses with ice and soda. This little job will keep him out of mischief.

He will never be of any help to you, however, about cordials. That's your department in a hospitable household.

No competent historian has ever really traced the origin of the cordial. It would indeed be a delightful task. I have my own idea that Marco Polo, returning from the Kingdom of the Great Khan, brought as a present to his mother in Venice a bottle of apricot liqueur and a jar of preserved cumquats.

Be that as it may, cordials made their first European appearance in Italy. Marco Polo went to his rest in the Church of St. Lorenzo in 1324, but cordials went on and on, to increasing use and growing popularity. They were known as "liquori" and when Catherine de Medici went to France to marry the Duke of Orleans she took *liquori* with her as a royal present. Well, what a present that turned out to be, perhaps the greatest dowry a bride ever handed to a groom. Catherine also took in her *entourage* her cooks for she had been informed that the French knew naught of cooking, but that's another story and another dowry from this ultra generous lady.

The French learned the art of making cordials from fruit and flowers, rare herbs and precious spices. They first brought that art to perfection and achieved fame and fortune from it. But the rest of Europe . . . yes, and America, too . . . in time discovered the secrets of the old masters.

And now, since Europe is no longer able to send us the artistries we once enjoyed, it's good to know we've learned to do the job ourselves, to deal with liqueurs and cordials. And we're doing it very well. I'm chauvinistic enough to believe that when this war is over, Europe will find we are completely self-sufficient.

* * *

Up at Watch Hill Farm in Westchester where I live in an old and rambling house, the dining room is the focal point and center of the establishment. There guests sometimes gather for food and drink and friendly conversation. The Man Who Came to Dinner has often been there dressed in a lavender circus tent, along with actors who recite bits from ancient roles, authors who shamelessly quote whole prefaces and paragraphs from their works, and vocalists who at the slightest suggestion burst into song. It's a mad and motley crew.

When the meal finally reaches the climax of chatter, of coffee and of cigarettes, there comes a hush and pause of anticipation at the arrival of an enormous tray of cordials and liqueurs — all sorts of them, with crystal glasses that catch the lambencies of flickering candle light. And each one present may choose his cordial for himself.

As a conclusion to this comment I have the personal permission of Samuel Taylor Coleridge to quote a line that he tossed off precisely one hundred and forty years ago:

"O weary lady, Geraldine,
I pray you, drink this cordial wine!"

Of course when Coleridge said cordial wines he meant cordials, and used the word wine for obviously poetic reasons.

Well, it's no longer the fashion for ladies to be weary. The vapours went out of vogue decades ago along with bustles and patchouli, with tansy tea and smelling salts. But not so the cordial, which happily remains to this day, to add brilliance, to bestow graciousness — to write a happy ending for a perfect meal.

ADVERTISEMENT

Prince Paul Chavchavadze describes

"The Most Memorable Dinner I Ever Had"

"No one has ever satisfactorily explained what mystical power sometimes causes a conventional dinner party to suddenly sparkle and throw off fancy fireworks! Or why it becomes a standout memory in the mind of each of the guests involved. It's enough that it *does* happen—albeit all too seldom.

"I'm thinking now of a certain crisp October evening—eight of us were invited to the home of a writing friend of mine. That indescribable excitement of a New York evening in early fall was in the air and the talk was brilliant, starting slowly over cocktails, and proceeding to an intellectual crescendo over coffee and liqueurs.

"As I say, I cannot point to any single element that alone made that party the shining success it was—but if I should be asked to name a definite contributing factor, I should say the distinguished menu had the most to do with it . . .

Hiram Walker's Triple Sec, 80 proof; Apricot Liqueur, 80 proof; Blackberry Liqueur, 75 proof; Crème de Menthe, 60 proof; Curaçao, 60 proof; Kümmel, 80 proof.

"We began with *Side Car cocktails* accompanied by thin, crisped and salted slivers of raw carrots and salted hazel nuts. My friend is famous for his SIDE CARS, and here is his recipe:

¼ lemon juice
¼ Hiram Walker's Triple Sec
½ brandy

Shake in ice, and strain into cocktail glass. Remember—a Side Car must be served *very* cold.

"The pièce de résistance for dinner was *Baked Ham aux Apricots* with plain boiled artichokes, dressed with a dusting of grated Parmesan cheese; and followed by a green salad. Here's how to do the HAM AUX APRICOTS:

"Prepare your ham for baking, and bake in one quart of ginger ale. Ten minutes before serving, add small can of apricots, drained, and pour ¼ cup Hiram Walker's Apricot Liqueur over the ham. Baste several times, then remove to platter.

"Then came dessert, a minty, refreshing ending to a perfect dinner. This was *Mint Cherry Royale* and here's the way it's done:

"Soak preserved, pitted cherries in Hiram Walker's Crème de Menthe for one hour. Serve over orange or pineapple sherbet.

"After dinner, a choice of liqueurs—Blackberry, Kümmel, Curaçao—and coffee. And, of course, stimulating conversation . . . Here, again, I found my friend using Hiram Walker Liqueurs. When I asked him about it, he said, 'Yes, they're American—but I've found they compare most favorably with some of Europe's best. They were recommended to me by the wine stewards of several of New York's leading hotels and restaurants.'

"Since I've served them myself, I find that what my friend said is true—with imported liqueurs difficult and expensive to obtain, you can serve Hiram Walker Cordials and Liqueurs without apology."

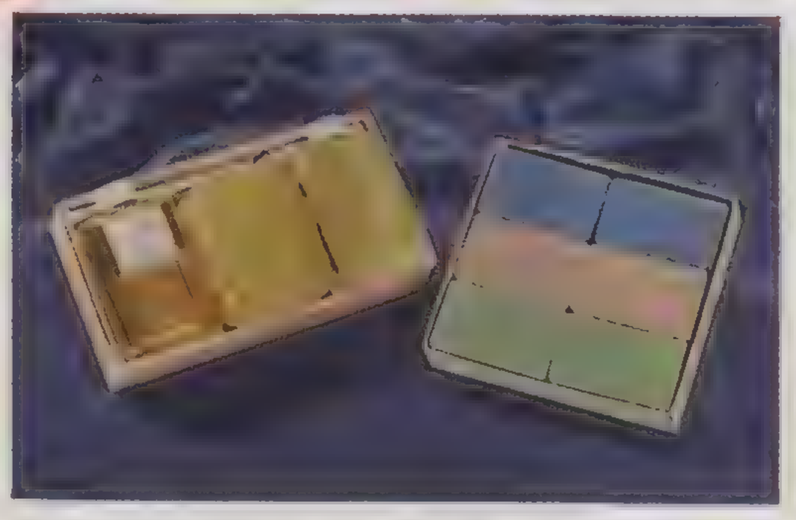
What can we, as makers of Hiram Walker Liqueurs and Cordials, add to a recommendation like that? Except to say that we believe your own discriminating taste will also approve their traditional old-world flavor. Besides the items mentioned above, we also make: Hiram Walker's Anisette, 60 proof; Hiram Walker's Crème de Cacao, 60 proof; Hiram Walker's Cherry Liqueur, 75 proof; and Hiram Walker's Peach Liqueur, 80 proof.

Hiram Walker & Sons Inc., Peoria, Ill.

beauty counselor

Gift bazaar

GLOBE TROTTER Leads a double life. Tucks away in a suitcase or can be carried separately for motor-stop clean-ups. Eight preparations, including lipstick, rouge, powder, two creams, three lotions, in a ruby-red case that is soft, expandable. $6.



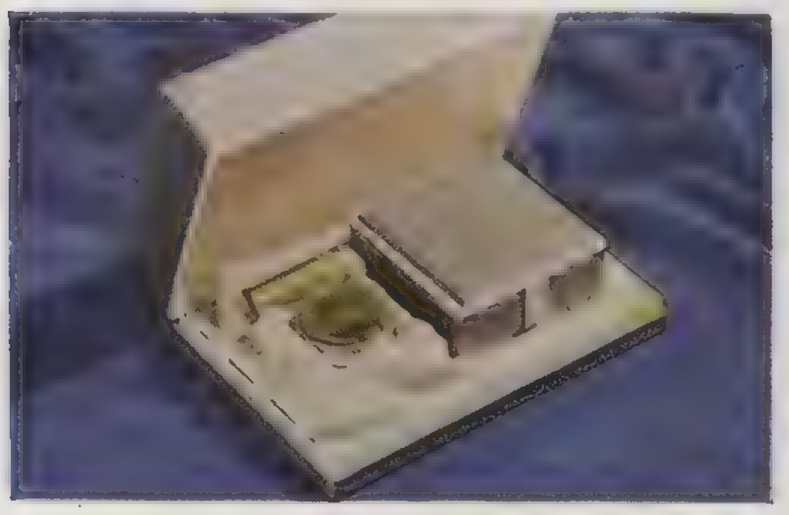
WATER BABY Cologne, bath oil, soap, matched in your choice of Gardenia, Garden Pink, Lilac or Honeysuckle. $1.65. *GUEST SOAP* Gay as confetti, and almost as useful as food, is this assortment of soap in six pastel colors and fragrances. $1.15.

GLAMOUR GIRL Your youngster ordered it! We know, for we asked college girls and debs and both said, "Two lipsticks rather than one." So here they are, plus that other glamour indispensable —mascara. Also cleansing cream, powder, powder cream. $6.25.

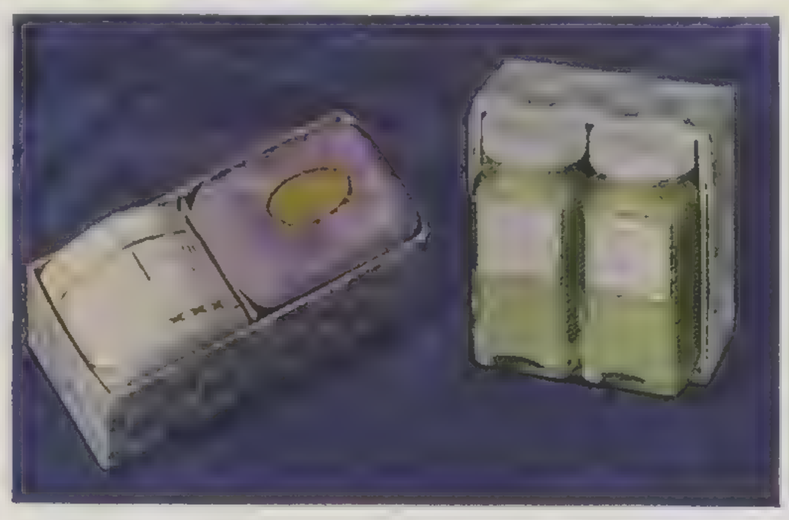
CAREER GIRL Welcome as a raise in pay! Combines the very essentials business girls toss into that top desk drawer. $4. *PERFUME* A breath-taking choice of twelve blends, from dainty florals to exotic Orientals. Purse flask, $1.25. Half-ounce, $4.25.

COLOGNE There's no token of your good wishes like giving her the flower she loves best — and these won't wilt! Flower-true fragrances in Gardenia, Garden Pink, Lilac, Honeysuckle, $1.50. Violet, $2. One-ounce bottles, prettily boxed, 70c.

THE QUINTS Fun to unwrap, and a joy for months to come. This handsome box with pastel-tinted bath salts in five fragrances will enchant every woman on your list, from sub-deb daughter to great-aunt Sarah. Looks lavish, costs only $2.75.

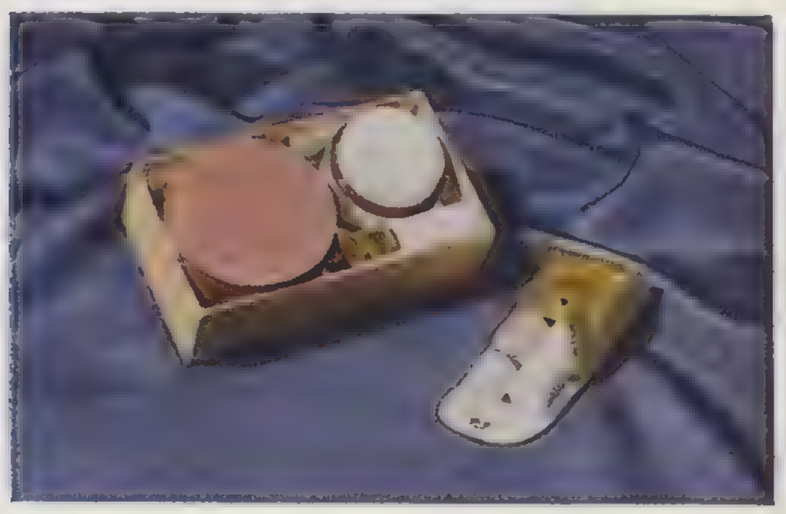


3-TO-GET-READY Packed like jewels in a satin-lined box are these three essentials without which few women feel dressed to go anywhere today: lipstick, rouge and face powder A gift that will quicken any feminine heart, do credit to your taste. $5.25.



HAND CREAM AND SOAPS Glamour for busy hands is in this softening cream that looks luscious as pink frosting, and the two bars of gentle soap, curved to fit the hand. $1.45. *BATH SALT DUO* Sure to please and amuse, looks like a lot for only 95c.

CLIPPER For the grand gesture that makes you a dream prince in her eyes, give her this! Copper-tan case, full-size mirror, light plastic containers holding four creams and powder; also three lotions, rouge and even cologne. Room for extras. $15.

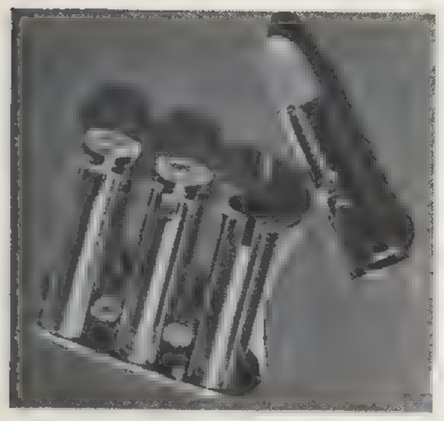


MINI-MAKE-UP She will think herself a fortunate friend and you a thoughtful giver when she opens this miniature make-up box of lipstick, powder and powder cream. $1.25 *PURSE-TRICK* Lipstick and perfume in a cunning gilt case. $1.25.

Give yourself a gift this Holiday time—the gift of serenity that comes from shopping in unhurried leisure. Make your selections the Beauty Counselor way. You will find each choice wiser, more appropriate and more economical. ☆ Your Beauty Counselor brings the cosmetic counter to you. All selections are fresh and unhandled, and even a limited budget brings eye-sparkling delight. ☆ If you don't know your Counselor, a note to us will bring her name to you.

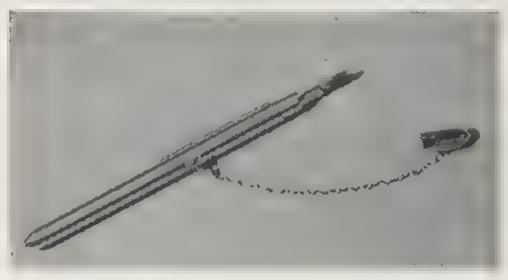
beauty counselors
GROSSE POINTE, MICHIGAN

LIPSTICK TRICKS



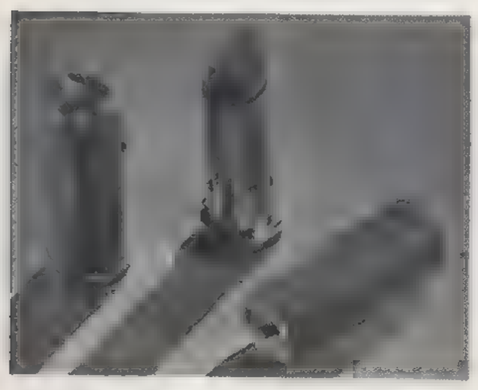
ADMITTEDLY, there are tricks to every trade, and the trade of the lipstick pliers is no exception!

One of the cleverest ideas of the season is Lucien Lelong's "Quick Change," a tiny replica of the street-car conductor's coin dispenser. Instead of nickels and dimes, the little "Quick Change" holds three lipsticks in varying shades: "Nicole Pink," soft and light; "Robin Hood Red," bright and gay; "Indiscrete," that's dark with a hint of purple. Use "Quick Change" any time—at least one will be right for the mood, the occasion, the lighting. (Altman.)



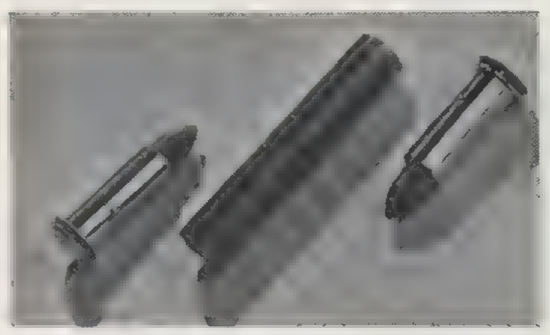
Precision painters wouldn't be caught red-lipped without a lipstick-brush! For touching up your lipstick between complete make-ups, Elizabeth Arden makes a little brush in a golden case with a chained-on cap. (Bonwit Teller.)

For those of you who have not quite attained the adeptness of a lipstick-brush perfectionist, Coty makes their lipsticks in a shape that's gently rounded to the tip, and the tip is pointed-sharp. Use the rounded sides for painting the full part of the lips, and the point for clear, defined outlines. (McCreery's.)



In sleeping-blue plastic cases of candles burnt low, Schiaparelli puts up her two shades of "Sunset" and "Sunrise." Both are evening colours, and it's up to you whether you want the dark, luminous "Sunset" or the brighter "Sunrise." On gala evenings, change your colour scheme as the hours roll by. (Bergdorf Goodman.)

Try changing the shape of your mouth by using a two-colour effect, rather than painting over your natural lip outline. Paint small lips with a light colour and apply a dark lipstick in the centre; rim large lips with a dark lipstick and fill in with the light. Edges that run over are easily smeared—so, "hew to the line, and let your lips fall where they'll stay."

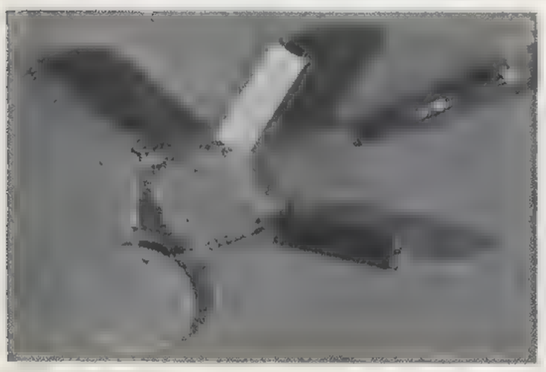


Henri Bendel puts both their "√ Dawn" and "√√ Dusk" in the cylindrical imitation tortoise-shell case, shown at the right. With these two lipsticks, be assured that you can bridge the wee hours between the dark and the daylight. (Henri Bendel.)

If your lipstick is inclined to run away from your lips in tiny red rivulets, the fault probably lies, not so much in your favourite lip rouge (though oily lipsticks *are* more inclined to smear), but in the way you've applied it.

After the first coat of rouge, dust your mouth lightly with powder, then apply the lipstick a second time. To set the lipstick, press off the excess carefully with a piece of tissue.

If you like a lipstick that's neither greasy nor dry, try Elmo's "climatized" lipstick. Whatever Elmo's magical formula is, the result is a lipstick that's creamy-smooth. (Gimbel's.)



VOGUE STUDIOS

Helena Rubinstein promises to carry you through the three totally different lights of your life, morning, afternoon, and evening, with her "Keys to Beauty." Three little red- white-, and blue-cased lipsticks and a mirror-disk are on an actual key-ring. (Lord and Taylor.)

Gunther has both

Three quarter length coat of Natural Stone Marten $2475

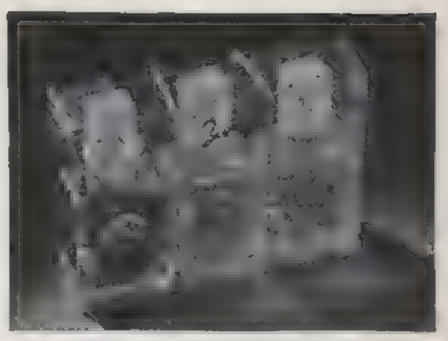
Natural Timber Wolf from the Budget Fur Shop $295

If you want the most beautiful furs in the world we have them—the rarest mink, platina, sables—the qualities only great furriers can handle. But if you want less precious furs we have them too in our Budget Fur Shop for those who want Gunther quality and fashion at moderate prices.

Gunther

666 FIFTH AVENUE at 53rd STREET, NEW YORK

DISCOVERIES IN BEAUTY

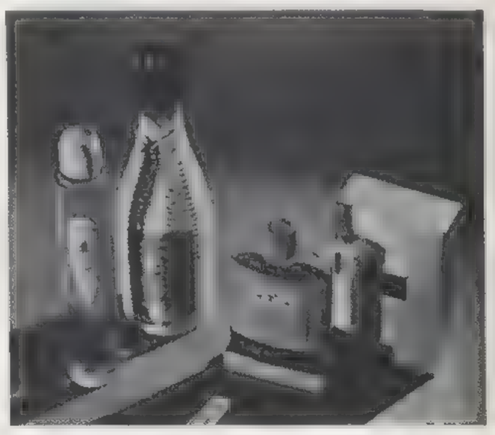


For feminine Winter Wiles, Ybry presents three delightful fragrances of "Femme de Paris," "Mon Ame," and "Désir du Cœur," all in delicately cut crystal bottles and all put up together in a transparent box tied with a gilt cord. Reverse the usual procedure and let your perfume set your mood. (Arnold Constable.)

There's a liquid foundation made by Tussy that, besides being a powder base, is also an excellent protector against the elements. "Wind and Weather Lotion" offers real insurance against chapped skin—rub it over your entire body after your bath, concentrating especially on oft-forgotten elbows and knees. Its lubricating effect is particularly good for your feet, softening toe-nail cuticles and hardened heels. (Macy's.)

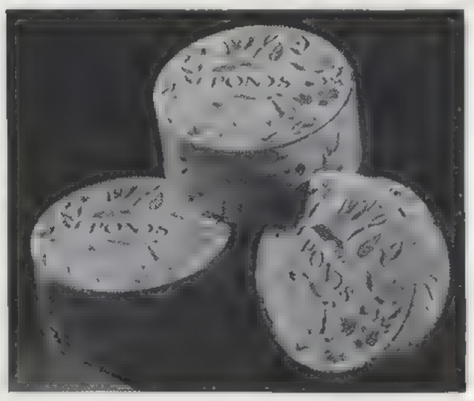
Decorative as well as useful are these three little Chinese vase-bottles by "Chen Yu." They hold nail polish, the base coat of lacquerol, polish remover. To help prevent your polish from chipping, apply a second coat of lacquerol over the last coat of polish and on the *under*-side of your nails! (Bonwit Teller.)

For a lipstick and a stick of solid perfume in three fragrances, you'll love "Smartie," which encloses both in a double-the-length-of-a-lipstick case. The scent comes in three fragrances. (Saks-Thirty-Fourth Street.)



Already well-beloved by English men and women, Atkinsons products are available in America. "Gold Medal" eau de Cologne or "English Lavender Water" is in the wicker bottle and tubular flacon—the "travel bottle," will slip into the crannies and nooks in your bag. The flask contains the perfume "New Mown Hay." (Saks-Fifth Avenue.)

Ingenious as ever, Shulton continues to think up ways how their attractive boxes may be used for other things long after the first contents are gone. Now they have a "Band Box" of bath essentials in the refreshing scent of "Friendship's Garden." There's a toilet soap, talcum powder, a toilet-water with its own atomizer, and all in a gay box tied with a pink ribbon, which you can hang in your closet. (Lord and Taylor.)



On the left are the bright, beflowered boxes in which Ponds introduce their new, lightly-spun "Dreamflower" face powder in six shades. Apply it correctly, and a light powder will cling to your skin just as long as a heavier one. After your foundation, press your powder on with a puff of cotton, then dust it off with a downward motion. (Bloomingdale's.)

Henri Bendel's provides a way of applying their "Checkmate Liquid Foundation" so that you won't ever once have to touch it with your fingers. Measure the amount you want on the little spatula that comes in the box, then rub the foundation on your face with the soft, moss-like sponge. For a smooth, mat finish, slightly dampen the sponge with water and use it as a powder-puff. Result: a face that seems to be "glowing through."

Try also Bendel's emollient "Neck Cream." It contains 25% camphor, and it will leave your throat tingling and fresh. (Bendel.)

VOGUE STUDIOS

2 Lovely Face Creams for the Price of 1...

Double Beauty Bargain

SOFT-SMOOTH Cleansing Cream—NEW Extra-rich Dry Skin Cream

EVERY WOMAN will want to snap this Double Beauty Bargain right straight up! It's a wonderful chance to *save* money—and to give your face a Double Beauty treat at the same time!

1 BUY Pond's famous silky-soft Cold Cream in the popular-priced medium jar (3.5 oz.)

America's favorite Cold Cream—a lovely cleansing cream for *your* skin. Use it regularly at night. Use it for clean-ups during the day, too—to give your face the SOFT-SMOOTH glamour care so many beautiful women adore. It's delightful—so light, so silky—and you'll love the way it cleans off dirt and stale make-up. Leaves your skin feeling fresh, rain-soft.

2 Get FREE 28¢ JAR Pond's exciting NEW Dry Skin Cream

NEW, *extra-rich*, especially created to meet the demand of women everywhere for a *rich lubricant* cream to use in addition to their cleansing cream. It contains lanolin, an oil very similar to natural skin oil. It is HOMOGENIZED—pressure-mixed—to help it soak better into the dried outer layers of the skin. Smooth it on—leave 5 minutes—overnight if possible. Its regular use helps soften dry skin, helps little dry lines show less.

This Double Beauty Bargain is Offered for a Limited Time Only. Don't put off getting it! You pay for the Pond's Cold Cream *only*—the popular-priced medium size. You receive a *28¢ jar of the new Dry Skin Cream as a special introductory gift from Pond's*—absolutely FREE!

"I Adore Pond's—it's so silky-smooth and makes my face feel so clean and soft," says lovely Elisabeth Coffey of Buffalo, about Pond's Cold Cream. Miss Coffey is one of the sweet-complexioned Pond's girls whose engagement was announced this past summer.

"I'm Enthusiastic about Pond's new Dry Skin Cream. My skin gets dry very easily and this new cream is a grand help in making it soft again," says beautiful Mrs. Anthony J. Drexel, III, of the famous Philadelphia family.

28¢ JAR FREE

with purchase of popular-priced medium-size Pond's Cold Cream

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Gala offering to beauty, by Volupté.
Precious compact, hand-brocaded on two tones of golden metal. Design borrowed from the priceless robes of a Chinese empress! Wafer-thin flapjack. Festive Christmas gift.
A Volupté original, with all the name implies.
At outstanding stores.

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VOLUPTÉ *Inc.*

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THE HOUSE OF VANDERBILT

(Continued from page 53)

million dollars to Vanderbilt University; a hundred thousand to the Metropolitan Museum of Art; half a million to the College of Physicians and Surgeons; and, among thirteen other charities, $50,000 to the Home for Intemperate Men—an apparent slur on his brother, Cornelius, who need not confuse the reader since he is never to reappear in this saga. He ended his life, early in the 'Eighties, by killing himself at the old Glenham Hotel, 319 Fifth Avenue. That building was, immediately after Cornelius' taking off, altered and occupied by the Knickerbocker Club, then already ten years old.

The Family Skeleton

That unhappy Cornelius had, from his youth, been the unique skeleton in the Vanderbilts' closet. In speaking of him, the Commodore, who had heard of his secretly borrowing $20,000 from Horace Greeley, with no earthly hope of returning it, had once declared: "I'd give a hundred dollars if I had never called him 'Corneel.'"

The Renowned Maud S.

Though William H.'s most consuming passion was for his railroads, a mania for trotters and carriage-horses was also an obsession with him. His stables, which had cost him upwards of $60,000, were at Madison Avenue and Fifty-Second Street, a site which is now occupied by the Catholic Charities Building.

In the carriage-house, his equipages—some English, in origin, some made by Brewster, in New York, but all carefully painted and polished—were always proudly on view. There was, first of all, a family victoria, a square coach, a landau, a d'Orsay, a brougham, a smaller victoria, two cutters, a family sleigh, a tilbury, and five light road-wagons. The harnesses were all in glass cases with oak frames. A forty-by-fifty practice ring, where his horses were exercised, immediately adjoined the carriage-house.

But if William H.'s major pleaure was in trotting horses, his special pride was Maud S., a mare foaled in 1874 and bought by Mr. Vanderbilt in 1878, after trotting a mile in 2.17¾ at Lexington, Kentucky. (A little after that triumph, she was allowed regularly to exercise in an enclosure where the Biltmore Hotel now stands.)

She finally made her world's record of 2.08¾ at Cleveland, Ohio, in 1885. When she died in 1900, at the age of twenty-six, she was certainly the most famous horse ever bred in America; so reputed, in fact, that, when she was twenty-five, she appeared at a horse show in Madison Square Garden, and aroused a truly remarkable demonstration—thousands of men and women rising to their feet, as a tribute of affection and respect. All of New York society seemed to be there, waving their hats and handkerchiefs, as the bugler sounded "Auld Lang Syne."

At the height of her career, Mr. Vanderbilt, who had bought her for $20,000 and had driven her so regularly and often, sold her to Robert Bonner for $40,000. Her record stood for many years until Sunol managed to lower it by half a second. But that, it must be recalled, was after the days of the racing buggy—a weighty and cumbersome contraption—and when the bicycle sulky was already coming in. (Actually, when Mr. Vanderbilt drove Maud S. along Jerome Avenue, he, the harness, and the buggy together, weighed just under four hundred pounds.) That spectacle—the horse, the buggy, the magnate, and the flaring Piccadilly whiskers—were later to be the subjects for two Currier and Ives prints.

A Brother's Solicitude

Two of William H.'s sisters had a good deal chafed under the terms of their father's will—since they, and the six other daughters, had received but a fraction of their brother's portion. Guessing that there might be rancour in other of his sisters' hearts, William H. voluntarily gave them $500,000 apiece, all of which he took from his own share. And, perhaps to make it a handsomer *geste,* he stepped, one evening, into his claret-coloured brougham, and drove around the city, distributing his little gifts in person; giving his bundled bonds in turn (Continued on page 93)

Maud S.—idol of the American people, long the holder of the mile trotting record. Bought in 1878 by W. H. Vanderbilt for $20,000; resold for $40,000

MINIATURE FROM THE DE BEERS COLLECTION BY MALTHE HASSELRIIS

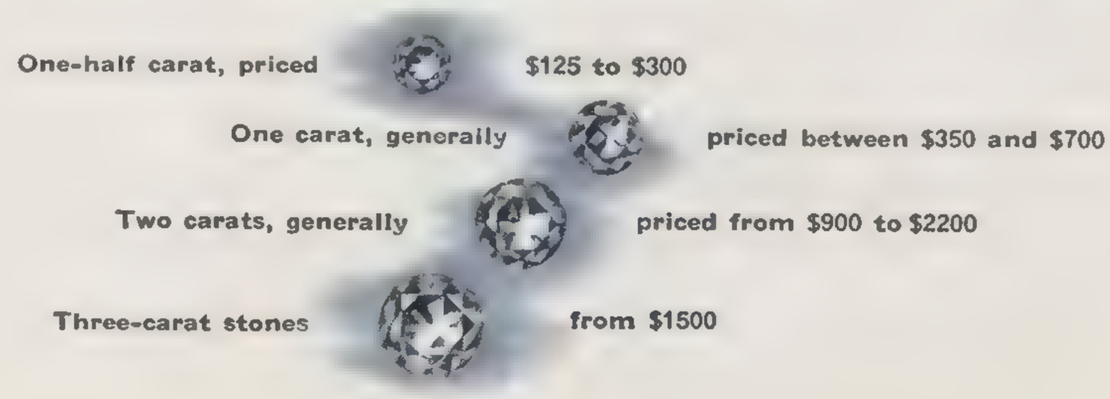
Her hands appear so delicate, white and tranquil that you would not guess how firm their grip upon a steering wheel—how deft in binding childish hurts — how soothingly they touch a husband's brow and heartstrings.

You might not realize, perhaps, how very often they have been graciously employed for others—were it not for the shining gifts of love they wear.

Her engagement diamond the earliest, most precious gem of love itself. The later ring of married love with its impressive 2-carat solitaire that speaks of the happiness and the success they've found in marriage. The diamond bracelet that marks a specially tender anniversary for both of them. . . .

However rich the other contents of her jewel case, these are the basic, most worn and cherished possessions of each gentlewoman. If you are soon to add them to your own life's happiness, make sure that your husband is aware of the constant factors that influence diamond value: color, fine modern cutting and absence of imperfections, as well as carat weight. In today's favorable market many fine diamonds are available. A trusted jeweler will gladly show you his collection. De Beers Consolidated Mines, Ltd., and Associated Companies.

• Current Prices of Unmounted Quality Diamonds (*Federal tax included*). *Weights shown are infrequent. Size alone does not determine values. Purity, color and fine cutting affect the price. Many jewelers will extend payments.*



Arabesque

SHINING SATIN reflects the trend toward femininity for stay-at-home, frivolous feet. This is Arabesque, distinguished by soft trapunto quilting. In pink lustre, mirror blue, midnight, bright green, brilliant black, wineglow, radiant red, and shining white. Around $5.00.

by joyce

PASADENA, CALIFORNIA

THE HOUSE OF VANDERBILT

(Continued from page 90)

to Mrs. Allen, Mrs. Clarke, Mrs. Cross, Mrs. Lafitte, Mrs. LaBau, Mrs. Osgood, Mrs. Thorn, and Mrs. Torrance, until the four millions, having vanished from the cab, could plague his conscience no longer.

There is also a story which can hardly be apocryphal since it appears in various biographies of the Commodore. It is quoted merely to suggest why it was that the Commodore—who had long thought little of his son's business ability, felt forced so suddenly and completely to alter his opinion.

As the Commodore controlled the old horse-car stables on Fourth Avenue, William suggested buying there the manure with which to enrich his fields at New Dorp. He told his father that he would pay him at the rate of $4 per load for the treasure. The price being princely and the deal having been consummated, the Commodore, a week or two later, asked his son how many loads had been ferried to Staten Island.

The answer being, "One," the Commodore seemed a little surprised.

"Why, son, they tell me that your men put as high as twenty loads on that big scow of yours."

"No, father, I never let them put more than one load on, at a time: one *scow*-load, I mean."

The Commodore, suddenly realizing that he had, all unaware, brought a Machiavelli into the world, persuaded him to desert the thin soil of Staten Island for the richer fields of finance.

New York Central—Today

Last year—fifty-six years after William H. Vanderbilt's death—the New York Central System paid out $176,000,000 for wages, to more than one hundred thousand employees. It also paid $33,000,000 in Government taxes; $100,000,000 for new equipment, and more than $100,000,000 for its expenditures of maintenance.

It may also be an interesting matter to record that, as late as the year 1931, the railroad holdings of the Vanderbilt family (when reported to Congress) included 238,663 shares of New York Central; 217,645 shares of Pittsburgh and Lake Erie; 128,000 shares of Delaware, Lackawanna, and Western; and 62,358 shares of Chicago and Northwestern. It appeared, in the report, that Harold, Frederick W. (now deceased), and William K. were the three largest shareholders.

The Vanderbilts and the Public

In an unmistakable way, the influence of old Commodore Vanderbilt and his son, William H., extended far beyond the limits of their lives or railroads. It was, indeed, so strong that it has continuously affected the daily life of Americans, rich and poor alike.

The point can only be proved by remembering that the Commodore's most obdurate passions, aside from his rails, were for boats, horses, and the game of whist, and that the son, William H., while sharing all of those obsessions in his father, suffered from three fixed manias of his own—art, great houses, and grand opera.

Those half-dozen fixed and determined traits have appeared persistently in a score of their descendants.

Fortunately for the public at large, they were all traits of the healthiest and most robust order; essentially masculine in their direction and bearing no trace of the effete and fatuous proclivities—which, even in Mrs. Astor's day, had a little warily, and due to Ward McAllister's influence, already showed their heads.

There is, for example, the obvious case of the present Alfred G. Vanderbilt (a young man still under thirty) and his passion for horse-racing. It is probable that Belmont Park and Pimlico, over both of which tracks he rules as President, would not be the popular successes they are if young Alfred's great-great-grandfather, his grandfather, father, uncles, and cousins alike, had not so profoundly loved horses, and coaching, and racing, and horse shows, and the breeding of horses for stamina and speed.

Again, when William H. Vanderbilt had finally completed his collection of paintings, men of his general type were quick to follow in his train, so that the vogue for collecting art developed rapidly in other parts of the country, Martin A. Ryerson beginning it in Chicago, and other collectors following in Boston, Philadelphia, Baltimore, *et cetera, et cetera.* Even today, the Vanderbilts are continuing their missionary labours in the field of art, William H.'s granddaughter, Gertrude Whitney, having given a splendid museum of American paintings to the city, while William H.'s great-grandson, Lord Ivor Spencer Churchill, has made what is probably the most beautiful collection of French paintings in London.

Similarly, the Vanderbilts' yachts were, for fifty years, so numerous, so imposing, and so fast that the fashion for yachting in America became much more widespread, not wholly on their account, perhaps, but more so than for any other reason. That particular passion in them dated back to the year 1853 when the *North Star*, the Commodore's first great yacht, was built and launched.

The Fashion for Opera

When the new Opera House at Thirty-Ninth Street was first built, the Vanderbilt family were the principal underwriters. The continued interest in the opera—on the part of their daughters, sons, and grandchildren, as well—has added enormously to the stability and social acceptance of opera in America—even in cities like Chicago, Boston, and Philadelphia, where, a little later on, opera was to be independently essayed.

As corroborative evidence, there is the fact that William H.'s two surviving daughters—Mrs. White and Mrs. Twombly—still attend the opera, though Mrs. White only recently celebrated her ninetieth birthday.

The America's Cup

The America's Cup has been successfully retained on this side of the Atlantic very largely because of the Vanderbilts' determination to keep it here. Their share in building our defenders dates back to 1893, and ended, in 1937, with Harold S. Vanderbilt's single-handed (Continued on page 94)

☆

by day or night

★

Russian Broadtail

by Jaeckel

Fur of a quality that can dare utter simplicity . . . adroitly worked on the bias to achieve a dashing swagger back.

By day or night, it expresses the skill and beauty inherent in all furs that go forth under the Jaeckel label.

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Personalized Colognes

Exclusively yours!

NOW—for the first time—a private treasure-flask of cologne *with your own golden metal initials on it!* Ever so securely set into alcoves in the glass—while you wait! ¶ Mary Dunhill offers *Personalized* Colognes in four famous fragrances. Each has a distinctive perfume *motif*... for different moods and occasions. *WHITE HYACINTH*...sprightly, spring-like—the season's smartest scent. *GARDENIA*...the sophisticate of floral fragrances. *FLOWERS OF DEVONSHIRE** ... flower-gay—spicy and racy. *BEWITCHING**... suggestive of romance, soft lights and music.

Three-ounce size, with 2 initials, $1.50 and $1.75 ..six-ounce size, with 3 initials, $2.75 and $3.* For the name of your nearest store, address Mary Dunhill, Inc., 11 East 26th Street, New York, N. Y*

As individual as your calling card—

THE HOUSE OF VANDERBILT

(Continued from page 93)

defense of the Cup, both as regards financing and sailing.

The passion for motoring in America—now the principal pleasure of the American people—owes much of its potency to the present William K. Vanderbilt. Without his efforts, and lavish financial support, the interest in speed races, in mechanical precision, and in expert driving would never have reached its present levels. His absorption in automobiles began long before the century turned and led to the famous Vanderbilt Cup Races, which he so long financed; to his establishing, personally, the record for the mile and the kilometer and later to building the Motor Parkway on Long Island and presenting it to the public.

There is also the matter of country houses, for, in 1881, very few people in America owned a country house, as well as a house in the city. It was that fact which made places like Saratoga, White Sulphur, and North Conway possible. The Vanderbilts' country houses, admittedly built on much too elaborate a plan, included such beautiful and imposing estates as Biltmore, Marble House, The Breakers, Idle Hour, Rough Point, Florham, Elm Court, and places almost as magnificent at Shelburne Falls, Saranac, Hyde Park, Bar Harbor, and Portsmouth. It is well to remember that—fashion being what it is—their example in wanting two houses, one for town and one for the country, was followed generally, but on a vastly more moderate scale.

An Era of Extravagance

But that note of lavishness—in building yachts, houses, racing-stables, et cetera—was not alone a Vanderbilt characteristic; it showed itself, in richer families generally, and, up to the beginning of the 'Thirties, it seemed, indeed, almost a major tenet with Americans of wealth to spend money prodigally. Having made a million, a man's urge seemed to be to spend it without stint, on horses, pictures, boats, opera boxes, gardens, and charities.

And, finally, it might be proved that, simply because Commodore Vanderbilt, a hundred years ago, had so great a love for whist in his heart, the entire continent of America is today a slave to Contract Bridge, a game invented and painstakingly perfected by the Commodore's great-grandson, Harold Vanderbilt.

At the risk of overstressing the point, it is certain that the public of America—the average woman and the average man—have derived two quite dissimilar benefits from this family: their philanthropies (gifts of $12,000,000 to one college; $10,000,000 to another; the creation of clinics, art museums, hospitals, et cetera) and derived, as well—a point which is equally important—pleasures of the most lively and diverting order: crowded race meetings; recurring contests for the America's Cup; racing with automobiles; trotting meets; the game of Contract; picture collections; horse shows; and grand opera.

But this matter of family influence and its reflection in the lives of every day people is perhaps made clearer in the following quite informal biographical sketches.

The Third Generation—Cornelius Vanderbilt

Thus far, in this so reminiscent article, we have dealt only with the Commodore and his son. But now a third generation appears—a group composed of the four sons of William H., who were named Cornelius, William Kissam, Frederick W., and George W., all of whom are now dead.

Cornelius Vanderbilt, senior, the oldest of the four sons, was—from the point of view of character, industry, and public spirit—the most noted of the four. When he died, in 1899, at the age of fifty-six, he left three sons: (1) Cornelius, the present General; (2) Alfred G., who lost his life on the *Lusitania*; and (3) Reginald C., the father of the youthful Gloria. His daughters were (a) Gertrude (Mrs. Harry Payne Whitney), and (b) Gladys (the Countess Széchényi). There was also a son who had died while a student at Yale.

Gifts from Cornelius

Cornelius supported the opera. He was for twelve years Chairman of the Metropolitan Museum and gave it a collection of Old-Master drawings. He built a palace on Fifth Avenue, at Fifty-Seventh Street, which his widow later sold for $7,000,000. He likewise erected "The Breakers," on Ochre Point, at Newport.

When he was twenty-four, he went to the New York and Harlem as assistant treasurer, and later as treasurer. In 1880, he became Vice-President, and, from 1886 until 1899, was President of the road.

He and his second brother, William K., received the bulk of their father's fortune—in each case, a little over $62,000,000. He was a trustee of the College of Physicians and Surgeons, which his father had so aided. His brothers and he added the Vanderbilt Clinic to the "P. and S.," while their sister gave it the Sloane Maternity Hospital. He was a trustee of Columbia University, of the General Theological Seminary, and of the Cathedral of St. John the Divine. He founded the railroad branch of the Y.M.C.A., and gave it a handsome club-house in New York; was a warden of St. Bartholomew's Church and contributed largely to its endowment and support. His gifts to Yale reached $1,500,000.

William Kissam Vanderbilt

The second son of William H. was, perhaps because of his European education, a thorough sophisticate and man of the world; a *mondain* of the most veritable French order.

When he died in Paris, in the year 1920, at the age of seventy-one, he had been, without question, the greatest supporter of sport, opera, yachting, racing, art, architecture, coaching, and the theatre, in America's social annals.

For years he was the principal supporter of the Metropolitan Opera. He financed, almost single-handed, the only attempt we have made in this country to duplicate the esthetic functions of the Théâtre Français—the New Theatre, which, later, became the Century. Similarly a devotee of art, he gave the Met- (Continued on page 96)

"...and they lived happily ever after."
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MODERN VICTORIAN
Simple, Dainty, Adorable
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DRAMA NET FABRIC ALSO in Girdle (G164), Pantie (P163) and Complete (F165).

DRAMA NET GIRDLE (G104) Inch sizes 26-31. Nude. $8.50.

When thighs or any other curves take on that bulgy look, that's the time to put on Carter's! Carter's six-way curve control will smooth those bulges out, down, away. And Carter's sleek freedom will make you feel like something out of this world! No matter what your age, if you have a young figure, Carter's will flatten your tummie, diaphragm, derriere . . . trim your waist, hips, thighs! Just drop into your favorite store and see the many Carter styles to control your contrary curves. From $2 to $12.50.

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For Control with Comfort

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HOME EXECUTIVE OFFICES: NEEDHAM HEIGHTS, MASSACHUSETTS.

CARTER'S SIX-WAY CURVE CONTROL will do a smooth job or a downright controlling job on one, some, or all 6 of the important contour curves of the young figure (whether you're 16 or 60)! Check your weak points—then your favorite store will help you find just the Carter girdle, pantie or complete that is best for your figure.

THE HOUSE OF VANDERBILT

(Continued from page 94)

ropolitan Museum his notable collection of paintings.

He was a vivid figure in coaching, and intensely interested in the turf, though most of his racing was done in France, where he was phenomenally successful. He built two magnificent yachts, the *Alva*, which was sunk; and the even more famous *Valiant*. He was a generous contributing member to the "Colonia" and "Defender" Syndicates, and took an active interest in the defense of the America's Cup. His Fifth Avenue château, at Fifty-Second Street, was designed by Richard Hunt and was subsequently sold for $4,000,000. He also owned two other great estates.

His principal gifts were a good mind, excellent judgment, an intuitive understanding of human nature, and a genuine flair for the arts.

He began his railroad career in the Treasurer's Department of the Hudson River Railroad, and remained to the end, an important figure in the councils of the New York Central.

He was the father of William K., junior; of Harold S.; and of the former Duchess of Marlborough, who later became Madame Jacques Balsan. All three of his children survive.

Frederick W. Vanderbilt

This third son of William H. considerably outlived his brothers, dying in 1938, at the age of eighty-two.

He was a yachtsman of a princely order, owning, among other boats, the *Conqueror* and the *Warrior*. He aided generously in twice defending the America's Cup.

His six-hundred-acre park, and impressive house at Hyde Park, on the Hudson, have now become a state park.

After graduating from the Sheffield Scientific School, at Yale, he was connected with nearly every department of the New York Central lines, and served for sixty-one years on the Central's Board.

Though he inherited only a very small share of his father's wealth, his final estate was well over $70,000,000, or more than seven times what he received from his father. The Federal Government, at his death, claimed thirty million dollars; the State of New York contented itself with eleven. In his will, he directed that a fifth of his estate, or fourteen millions, was to go outright to Sheffield Scientific School, at Yale, while ten millions were to go to Vanderbilt University.

The site of his former house in New York, at the southeast corner of Fifth Avenue and Fortieth Street (which had been his father's residence, in the late 'Seventies, before the old mansion at Fifty-First Street was built), is now occupied by Arnold Constable and Company.

He left no children.

George W. Vanderbilt

The youngest son of William H. was the only brother who took no interest in railroads; his preoccupations being with music, scholarship, travel, and, most consuming of all—architecture and landscape gardening.

He created, in his chateau and grounds at "Biltmore," what is the most elaborate and beautiful country estate in America, a place unrivalled in its trees, landscaping, planting and succession of gardens. The house itself is a noble example of French architecture and planned on a royal scale.

In 1889, he began buying his 130,000 acres—including Mt. Pisgah, 5,749 feet high—in the mountains of western North Carolina. He spent three million dollars on the house alone, and two millions more in improving the estate. The house, in its architecture, followed the period of Francis I. and certain of the châteaux in the district of the Loire.

He became a scientific farmer and stock breeder and one of the pioneers of forestry in America, greatly improving agricultural methods in the South, and conducting as well the Biltmore Nursery, at Asheville. The renowned Gifford Pinchot was his first superintendent of forests.

He founded the Biltmore School of Forestry, where large numbers of men received training. He was a confirmed devotee of music and art; spoke eight languages and had even pursued studies in Hebrew. He gave Columbia University the ground on which the present Teachers College now stands.

He died, in 1914, at the age of fifty-two, leaving one daughter.

Mrs. White and Mrs. Twombly

Mrs. Henry White and Mrs. H. McK. Twombly are the only surviving children of William H., their two sisters, Mrs. W. Seward Webb and Mrs. Elliott F. Shepard, having died some years ago.

From their father, Mrs. White and Mrs. Twombly both inherited a strong love for opera and music. Like him, and like two of their brothers, they each bought an opera box at the Metropolitan when that institution was first created. They shared with their father, too, a love for art, and for great houses—whether in country or town.

Mrs. White, who was formerly Mrs. William D. Sloane, long ago abjured Newport and settled herself at "Elm Court," her estate at Lenox. For a period of years, she inhabited a wing of her father's mansion in New York, which, as has already been said, was then twice its present size. As a player of whist—of Contract, rather—she is, considering her years, the best exponent of the game in New York.

Mrs. Twombly, the younger of the two, is one of the few remaining great hostesses of the era now closing. She continues regularly to entertain at "Florham," near Convent, New Jersey, as well as in Newport and New York.

The Fourth Generation—William K. Vanderbilt, jr.

The point has been reached where the fourth generation must be dealt with: the two sons of William Kissam and the three sons of Cornelius. (Frederick and George, it will be remembered, having had no sons.)

The present William K.—the elder of William Kissam's two sons—is now sixty-three. He has devoted many years of his life to the sea, principally to long and remote cruises on yachts which he has, at various times, built and maintained. (Continued on page 97)

THE HOUSE OF VANDERBILT

(Continued from page 96)

A navigator in his own right, he has, after many voyages and explorations, created and made public, the Vanderbilt Marine Museum, at Northport, Long Island, a complete and important institution of its kind.

Aside from his preoccupation with boats and navigation, he is also, and in a true sense, the father of motor-racing in America; the man chiefly responsible for first making the automobile popular in the fashionable world. Actually, his first motoring was done as a boy, in Europe, when in 1889 he rode on a steam tricycle from Beaulieu to Monte Carlo. Later in his life, he became so interested in motor-racing that he owned, successively, the "Red Devil," and the "White Ghost," the most fearsome racing-cars then to be seen around New York.

He raced from Monte Carlo to Paris in seventeen hours, and also competed in an international race from Madrid to Vienna. In 1904, he sponsored the first official road race for motor-cars in America, the start and finish being on the Jericho Turnpike, north of Westbury on Long Island. The winning time (the distance was 284½ miles, over country roads and with continuing danger to the multitude of spectators that lined the road) was five hours, twenty-six minutes, and forty-five seconds; the winner being George Heath, a professional driver, in a Panhard car. Also entered in that race were such diabolically fast cars as the Darracq, Fiat, Mercedes, Mors, Packard, Pope Toledo, Royal Tourist, and Simplex; cars which, in those days, cost between $10,000 and $15,000.

Mr. Vanderbilt continued to sponsor the Vanderbilt Cup Races over a period of years and, probably as a result of the growing public interest in the sport, built the famous motor parkway on Long Island, which speedway, only a few years ago, he gave to the public of New York.

In 1899, reaching the age of twenty-one, he purchased a Stanley Steamer, and was forced to obtain a regular engineer's certificate in order to operate it. But his first veritable racing-car was a forty-horse-power Mercedes. In 1902 and 1903, he established world records for the mile, as well as for the kilometer; and, during an entire year, finished first in all the races which he entered.

It was very largely because of his interest in motoring, and that of other fashionable men of the day (David Bishop, Peter Cooper Hewitt, Albert Bostwick, Foxhall Keene, James L. Breese, John Jacob Astor, Albert R. Shattuck, H. Rogers Winthrop, Lloyd Warren, etc.), that automobiles were, at the beginning, (1) tolerated, (2) encouraged and improved, and (3) finally accepted everywhere and made the very cornerstone of the average American's manner of life.

He is the author of two elaborate books: *Taking One's Own Ship Around the World*, and *East Made West with the Loss of a Day*, which are principally concerned with his journeys to remote lands, in pursuit of specimens for his marine museum.

Harold Stirling Vanderbilt

The second son of William Kissam, and younger brother of William K. Born in 1884.

Having inherited, from his father, grandfather, and great-grandfather, alike, a passion for whist, he so improved the old game of Auction that, in 1925, the world began to forsake it entirely in order to adopt Contract, a game which he originated, developed, and made popular.

As a yachtsman, particularly in the defense of the America's Cup, his figure has been a pre-eminent one. His father and uncle took a prominent hand in defending the Cup as early as 1893 when, with J. P. Morgan, he financed the "Colonia" syndicate. The Vanderbilts were also important figures in financing the *Defender*, in 1896. Harold Vanderbilt himself sailed the victorious *Enterprise* in 1930, beating the English challenger, in four consecutive races.

In 1937, he financed the building and sailing of America's Cup defender, *Ranger*, which, in four straight races, defeated Sopwith's *Endeavor II*. Again, in sailing his twelve-meter *Vini*, in various English waters, he finished first in twelve of seventeen races, a record which no other competitor in the races even approached.

He is a director and active member of the Executive Committee of the New York Central.

Madame Jacques Balsan

The former Duchess of Marlborough; was the only daughter of William Kissam Vanderbilt and sister of the present William K. and Harold S. Her taste, and sense of ordered elegance, particularly in her country houses—two of them in France, two others in America—is of a high degree of distinction.

Her second son, Lord Ivor Spencer Churchill, has made what is probably the outstanding collection of modern French paintings in England.

Alfred G. Vanderbilt

The second son of Cornelius. and brother of the General was born in 1877 and died in 1915.

He was for many years an outstanding figure in international horse shows, in the art of four-in-hand driving, and in a great number of coaching activities, both in New York and London. Indeed, for a long time, he personally drove a coach between London and Brighton, having already done the same thing in New York, where his coach, the "Pioneer," ran regularly between the old Holland House and the Ardsley Club. He liberally supported the Horse Show, in New York, during a trying period in its career.

Soon after graduating from Yale, in 1899, he inherited the bulk of the great estate left by his father.

He met his death, in 1915, on the *Lusitania*, where he gave his place in a lifeboat to a lady, and where, with the aid of his valet, he saw to it that the women and children were placed safely in lifeboats. He died, survivors said, apparently unperturbed. He gave large sums to Yale University, to the Y.M.C.A., and to other established charities.

His three sons were William H. (Rhode Island Governor), Alfred G., junior (the (Continued on page 100)

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CORDIALS IN THE

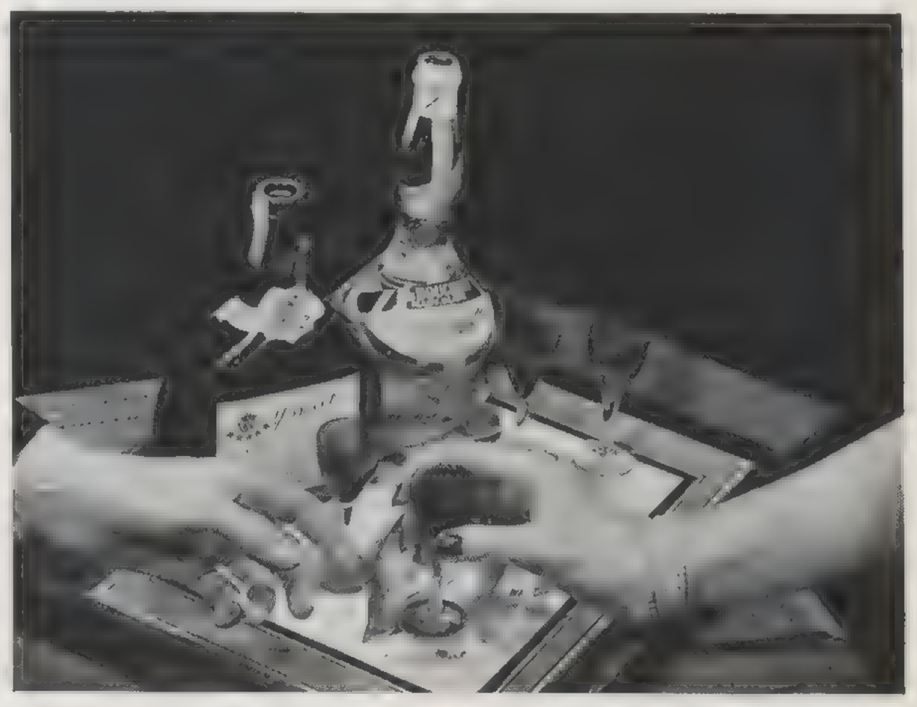
A HOSTESS may be faced with the rising cost and growing shortage of imported liqueurs—but she needn't be dismayed. There are many American cordials from which to choose. Some have been made here for a great many years, others were introduced more recently to meet the present need.

Good liqueurs are made primarily from various fresh fruits or berries. For instance, the flavour of a peach or apricot liqueur is derived directly from the fruit itself. Other liqueurs are made with herbs, mints, Dutch cocoa, South American cacao beans, curaçao peel, and various similar ingredients. Many of the American liqueurs now on the market are made from old and treasured imported formulas. The ingredients may be imported in some cases; in others, carefully chosen and blended domestic grapes or fruits are used.

There are liqueurs for every taste—rich, creamy ones such as Crème de Cacao; sweet, fragrant, fruit-flavoured brandies; fresh-tasting, cool Crème de Menthe. Serve two or three after dinner to your guests—give them a variety from which to choose.

Attractive accessories add much to the after-dinner picture. You can find decorative trays in wood, in crystal, in silver. Choose simple crystal or coloured glass. And serve your liqueurs in their own bottles or in lovely old silver or cut crystal decanters.

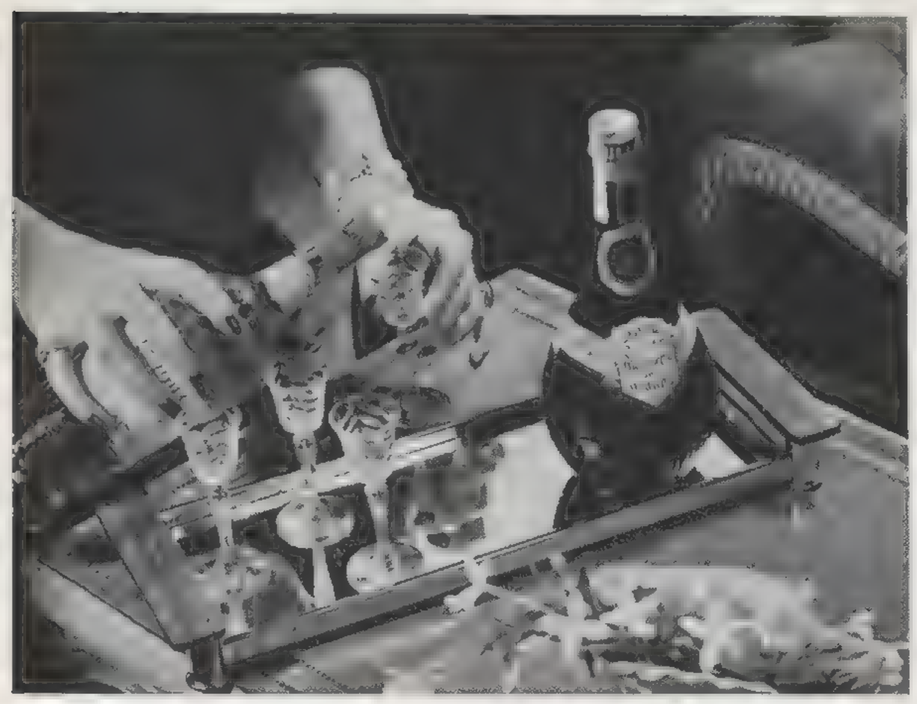
American gourmets need not forego after-dinner liqueurs, in spite of the growing shortage of imported cordials. They'll find these two De Kuyper liqueurs delicious complements to coffee—a very enjoyable Cherry Brandy and Kümmel. De Kuyper liqueurs are now made in America from the original Holland formulas. Crystal tray and glasses with a Vienna gilt motif from Davis Collamore



Serve a choice of liqueurs to your guests. You might choose the two our hostess serves here. One is Many Blanc's J. Bavet Brandy—an American brandy carefully distilled from the wines of American vineyards. The other, Many Blanc's DuBouchett White Crème de Menthe, is distilled from imported English peppermint leaves. Wooden tray, cranberry glasses: Alice Marks

HOLIDAY SPIRIT

Crème de Menthe—frosty cool—and Crème de Cacao need not be absent from American tables. Hiram Walker have been making a large selection of cordials and liqueurs for some years, and they'll take their place with assurance in the after-dinner scene. You might also serve their Peach Liqueur. Attractive accessories—Plummer's silver-plated tray, crystal decanter and glasses



The basic ingredients of Leroux liqueurs were prepared in Europe from old and well-tried formulas. The ingredients were then shipped here where the liqueurs are made. There is an extensive supply of ingredients on hand. You'll like their Anisette and Blackberry Brandy, which we have photographed here. The oblong tray in wood and chromium and crystal glasses at Macy's

VOGUE STUDIOS

For your after-dinner entertaining, you might serve Jacquin's Apricot-flavoured Brandy—a pleasant liqueur with coffee. You might also serve their Forbidden Fruit—a liqueur that has been exported from America to all parts of the world ever since it first made its appearance in the 'Nineties. Round sterling silver tray with a pie-crust edge and cut-crystal glasses are at Altman

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THE HOUSE OF VANDERBILT

(Continued from page 97)

President of Belmont Park), and George W. Vanderbilt.

Brigadier-General Cornelius Vanderbilt

(Already dealt with in this article)

The son of Cornelius, and grandson of William H. Was born in 1873. On the death of his uncle, George W., in 1915, he inherited the mansion at 640 Fifth Avenue and has lived in it since that time, after, in 1915, making extensive changes in its architecture and interior decorations.

Throughout his life, General Vanderbilt has been an enthusiastic yachtsman. One of his boats, the *North Star,* was named for the first elaborate yacht to be built in America, a boat which was owned by his great-grandfather, the Commodore.

The General has one son, Cornelius, who is very generally known as an author and journalist.

Gertrude Vanderbilt Whitney

The elder daughter of Cornelius, senior, and a sister of the General. She inherited, from her grandfather, an extremely strong interest in art, and is a sculptress of general fame. Has generously supported an army of promising young painters and sculptors and has, as well, presented the public with the country's most important museum of American art—the Whitney Museum, of Eighth Street.

Her son, Cornelius Vanderbilt Whitney, is also a knowledgeable collector of modern painters; for the most part, French. For many years, he was one of the half-dozen leading racing men in the country and maintained a great stable of running horses which he ran under his father's (Harry Payne Whitney) always popular colours.

Reginald C. Vanderbilt

Reginald, now deceased, was the youngest son of Cornelius and a brother of Alfred G. and Cornelius, the General. Like his brother, Alfred, he was for a long time one of the principal supporters of international horse shows; a breeder of show horses and a considerable figure in coaching. In the art of driving a four-in-hand coach, he was a master of a quite commanding order.

He left no sons, but was the father of two daughters, one of them, the youthful Gloria.

William H. Vanderbilt

The oldest son of Alfred G. was born in 1901. He is a well-known public figure and a horseman and four-in-hand driver of renown.

He enlisted in the U. S. Navy during the World War, and then entered the offices of the New York Central.

In 1928, he was elected to the Rhode Island Senate, as a Republican. In November, 1938, was elected Governor of Rhode Island by a majority of 40,000. He introduced what seemed the severest, but fairest, system yet passed in this country, for civil service examinations. He also managed, by means of intelligent economies, to balance the budget of Rhode Island.

He was named for his great-grandfather, the owner of the mansion, and lives at "Oakland Farm," between Newport and Portsmouth, where his father also lived.

Alfred G. Vanderbilt, jr.

The second son of Alfred G. and half-brother of the Governor, was born in 1912.

Though still in his twenties, he is the President of Belmont Park, and of Pimlico as well. As such, and as the owner and breeder of many great racehorses, he is one of the most important figures in American racing, and certainly one of the most popular.

Most of his day is given to horses, an interest which first began as a boy and which he inherited from the Commodore. He spends more than $150,000 a year in keeping up his stables. In 1935, he led the list of winning owners with a total of $303,605.

His most famous horse was probably Discovery, who, in all, won close to $200,000 for his owner.

He never bets, does not care for riding, and has no very pronounced theories of his own concerning the breeding of running horses.

George W. Vanderbilt

Is the younger brother of Alfred G. (above), and a half-brother of the Governor, William H. He is an explorer, African hunter, an authority on game fish, and the donor of $60,000 in prizes for professional motor races.

THE HOUSE OF VANDERBILT

Sources of photographs shown on pages 36 and 37, 40 and 41

Page 36. Mrs. William K. Vanderbilt: from the Harold Seton Collection.... Cornelius Vanderbilt: Culver Service.

Page 37. William H. Vanderbilt: from the Culver Service.... William K. Vanderbilt: photographed by Brown Brothers.... Cornelius Vanderbilt, Mrs. Elliott F. Shepard, Mrs. Henry White, and Mrs. Hamilton McK. Twombly: from the Harold Seton Collection.

Page 40. Mrs. Cornelius Vanderbilt and Mrs. Harry Payne Whitney: from the Harold Seton Collection.... Alfred G. Vanderbilt and young Alfred G. Vanderbilt: photographed by Brown Brothers.... William H. Vanderbilt: photographed by Karger.... Reginald C. Vanderbilt, photographed by Pach Brothers.

Page 41. William K. Vanderbilt, jr.: photographed by Brown Brothers.... Harold S. Vanderbilt: from Free-Lance Photographers Guild.... Gloria Laura Vanderbilt: photographed by George Hurrell....

The Breakers and Marble House: photographed by Brown Brothers.... The Fifth Avenue Mansion, photographed by Nyholm.

PHILOSOPHY OF BEING A WOMAN

(Continued from page 79)

may be practical, but it is inexcusable for them to be dull. A well-cut top-coat in raspberry-red will keep you just as warm and twice as chipper as one of poor-house brown.

Two articles of apparel which, if a girl wore them, used to put her in the "poor thing" class, are now so well designed that the smartest women have adopted them. I refer to flat-heeled shoes and glasses. Some of the best-cut footwear, with the smart chunky look, has low or no heels, and glasses have become the great beau-catchers. Especially those tiptilted pixie ones, and those with tortoise-shell rims; the movie stars began it with their dark glasses for disguise—which had the added value of being sure to attract a good deal of attention—and now, summer and winter, women wear them against the bright sun, and, recently, glamour girls who are blind as bats without them have taken to wearing them gaily and with no self-consciousness. Joan Bennett wears them all the time, and is amazed to see what goes on, and one night at the prize-fights, I saw Miss Brenda Frazier, now Mrs. John Simms Shipwreck Kelly, who is still the Atlantic seaboard's ranking contribution to the lists of glamour, peering happily through hers at the mastodons exchanging blows.

If we are ingenious, there are all kinds of stunts we can pull in dress, which are fun and original and are still all right. I do not say, "And are still in good taste" purposely. As Mr. Omar Kiam, the well-known dress designer, not the tentmaker, once remarked when I interviewed him on my radio program, "There's too much good taste in clothes these days. I'm all for a little exciting vulgarity."

I must say, in a way I agree with him. I'm against dark blue serge with a ladylike string of pearls at the throat. I think we ought to be flamboyant. We are living in dark times; we should do what we can locally to brighten the outlook, and, if we are honest, I think we will admit that today there is less excuse for being badly dressed than ever before. In spite of priorities, the quantity and quality of clothes in the market are extraordinary. I don't know how it's possible, but it still is, so let us be grateful, as it may not last long, as goodness knows we are being deprived of the oddest things. False eyelashes, for instance. Would you believe it, they're at a premium. It seems they grind them into cannons or something. I wouldn't be in a position to bring you this report were it not for the fact that I need them for the theatre and was recently stymied by the short rations.

Of course, if we devoted ourselves to the pursuit of beauty exclusively and really pleased the advertisers, dust would accumulate on the furniture, the jungle creep over our towns, and the children pine away from hunger, as Mummy would be so busy acquiring the smile of health, the glow of youth, combating cold-weather skin, and trying on "Clothes which express the real You," that she couldn't conceivably attend to her chores.

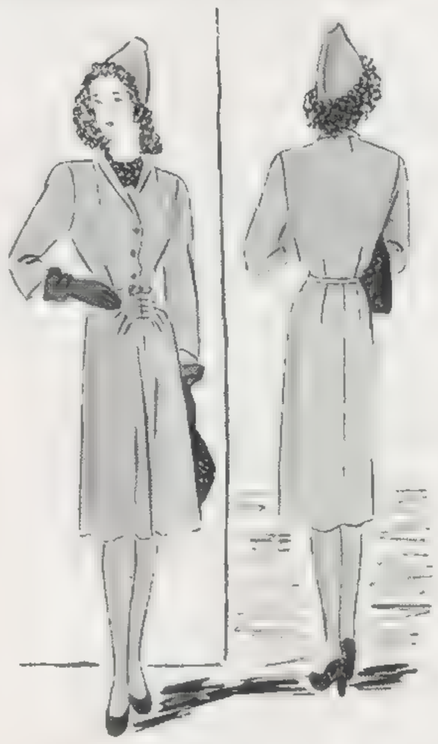
But there is a happy medium, and we should have high standards. I personally don't always live up to my own. Who does? But even if you don't like clothes and fuss, I think it is every woman's duty to make herself as attractive as her time and means permit. After all, there you are, in your person—a living symbol of the progress of art, science, and imagination. To be as attractive as we can is almost a civic duty; there are so many sad and ugly things in the world that I think women should say to themselves humbly, not with vanity, "I will try to be as pretty as I can, so that when people look at me, they will feel refreshed. I will make an effort to be easy on the eye." (Continued on page 102)

DESIGNS FOR DRESSMAKING

At right—two more views of that go-everywhere dress photographed on page 80. Try making it of plaster-pink crêpe, right for North or South; lovely under brown or black furs.

Noteworthy—the narrow shawl collar, bracelet-length sleeves, skirt fullness in front, below curving tucks. Add gay-deceiver "jewelled" buttons.

It is Vogue Design No. 9247; in sizes 12 to 20 (30 to 38); and 40



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PHILOSOPHY OF BEING A WOMAN

(Continued from page 101)

Of course, it's pleasant if we can find time to cultivate the mind a teensy, weensy bit, too, so that if a gentleman, devastated by our beauty, addresses us, we have some comeback other than "Glug." Not, alas, that it's really necessary; if we are young enough and beautiful enough, and the gentleman is mentally inexperienced, shall we say, which frequently he is, "Glug" will sound just fine. You will hear him muttering, "That little blonde, the one with the lashes, very clever girl, bright, witty, understanding." It's kind of discouraging; you join Book Clubs, you attend lectures like this, you listen to symphonies, you take a course in the drama, and what appeals to him? Glug. Sometimes self-improvement scarcely seems worth the effort.

I think, fundamentally though, it is, and I'll tell you why, for two reasons. One is it's surprising how enjoyable learning can be. You can, yourself, personally, have an awfully good time. Learning about things can be lovely, like opening windows and seeing the most beautiful views. One may experience tremendous satisfaction. We may someday find a man wandering in the magic country, too. THAT'S the second reason. If a man and a woman find each other there, they have really entered into a secret garden. The bloom on their affection will never wither, but be constantly refreshed by quick sympathy and mutual enjoyment.

NOW all this I am sincere about, but I do feel there is one pitfall we must avoid in our search for the good, the true, and the beautiful, and that is a kind of intellectual snobbishness. I am thinking primarily of the world o' art and letters, where more of it goes on than was ever seen in the haunts of duchesses.

Better be born on the wrong side of the tracks, for instance, than admit to liking the wrong piece of music, though if you cotton to the 1812 Overture, I don't know why you shouldn't come out and say so. The intellectual snobs, however, are waiting like vultures to tear you to ribbons, but don't be afraid, speak up, even if your taste isn't in accord with the experts. After all, you look, listen, and read for your own pleasure, not their approval. Personally, I revel in low-class literature, where everybody sins in sables and Lord Dumbarton breaks his heart over the beautiful Lady Cecily and sails away to Africa. "Goodbye, Cecily, I shall neva, neva forget you." And Lady Cecily says, "Dear Bunny, if only our lives had been different—think of me sometimes—not too harshly." And she turns away with a little sob. (GULP) Escapist literature, I think they call it, and that's for me. Remember *The Green Hat* some years back? For sheer effulgent tripe it's never been equalled, and I can think of no book I enjoyed more. And only the other day, no less a light than Miss Ethel Barrymore, the First Lady of the theatah, confided to me that the only movies she ever liked were B pictures.

Of course, I don't mean that we should make no effort to improve our taste—there is an enjoyment to be derived from the best, that nothing else equals—I just mean not to say "Yes, yes," to what we don't care for through snobbishness and timidity. But it is just as unwise to condemn something on first sight or hearing as it is to gush over it. We sometimes dislike things because we don't understand them; whereas, if we would take the trouble to see the creator's viewpoint, it might open up a whole new horizon.

And, if instead of always playing a passive rôle, we can create something ourselves, so much the better. It is obvious most of the stuff we do will not be very good, but the important thing, it seems to me, is to do it. Naturally, there are authors, inventors, scientists, in whom the creative urge still flourishes, but I feel there's a slowing down of that force in average people, the civilian population, so to speak. We aren't productive enough. We accept everything without trying to achieve anything ourselves.

We are eternally on the receiving end. We don't write a book, we read it. We don't compose music, we listen to it. We don't paint the pictures, we look at them. It's the same with our food; we eat it, but we don't grow it. Some of us, myself for instance, though I hate to admit it, can't even cook it. We buy our clothes instead of making them. We don't take a walk, we ride to the village. God help us when we find a substitute for bearing our children or loving our men. It's not that all the modern time-saving devices aren't miraculous, but what are we going to do with the time we save? Don't let's atrophy like those forests in the West.

And there's another point, which, as we are women, we would do well not to overlook. Namely, nothing is so encouraging to a man as a little bright-eyed interest in his work. We can bluff just so long, and, of course, while "Oh, isn't that wonderful" is not to be disregarded as a conversational winner, an intelligent question slyly inserted from time to time will do a great deal to boost our reputation of being a sympathetic and charming person.

AND let us not forget that though they are sometimes overlooked in the rush, sympathy and charm are still the great feminine standbys. Goodness knows I don't mean to endorse that dreadful phony kind, the gushing, overflowing woman who says, "Oh, my dear, tell me all about yourself. I know what you must be going through. When I think what I suffered—". That ain't good; or the charm girls with the rippling laughter, "Ha, ha, ha." We've all suffered from them. That's not what I mean, and though we all have our own definition of charm, I sometimes think it consists largely in taking time. Time to do the gracious, simple, kindly thing. To send flowers to the hospital, to call on a newcomer in your neighbourhood, to write a gay and entertaining letter. That gentle art, alas, is nearly dead. We either telephone, or we send rude, abrupt telegrams. An invitation these days is almost an insult: "Stephensons coming town Stop Will you dine Tuesday Stop Bring children Stop Jack's mother here so can't ask you to stop Stop Regards" Stop Stop Stop. Oh, it's terrible. Let us take just a little time.

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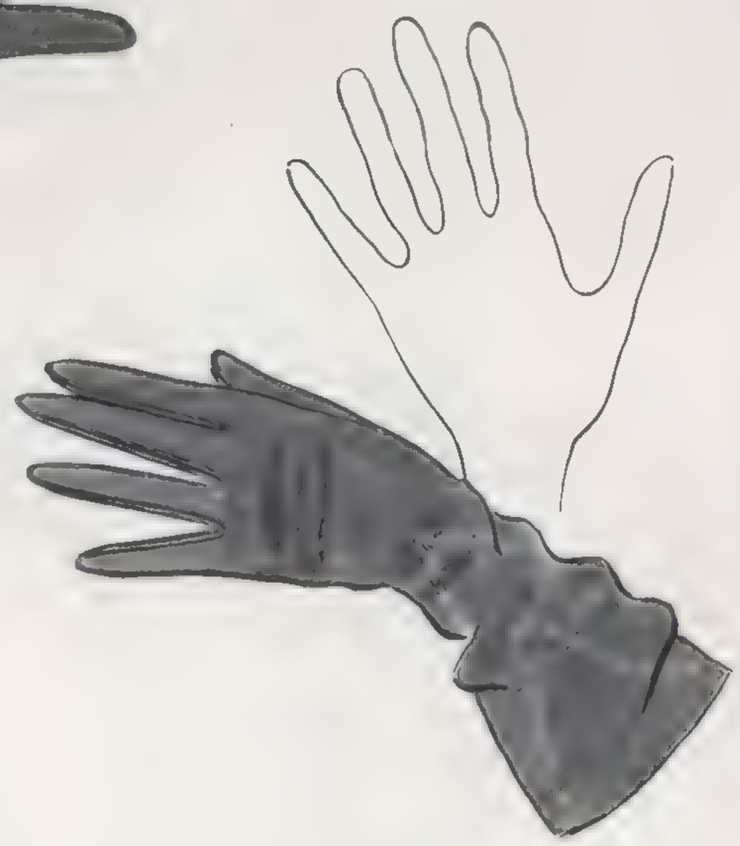

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AN OSTRICH IN THE HAND

THE ostrich is a funny fowl. He has long legs, a mass of magnificent plumage, and a rather vacant expression. At the approach of any unpleasantness, he hides his head in the sand—on the genial theory that if he can't see anything, there isn't anything there.

Ostriches have been raised commercially for many years, on farms in South Africa and elsewhere, principally because of their sweeping tail-feathers. Ostrich plumes curled from the hat-brims of kings and cavaliers; towered above the powdered heads of the ladies Gainsborough painted; nodded on the bonnets of Jane Austen's heroines; nod, still, on the bonnets of contemporary beauties.

Now the ostrich is prized and pampered for still another reason—his skin. Tough, light, and as long-wearing as the skin of any bird, beast, or fish extant, it is being tanned, dyed, made up into smart hand-bags, and fashioned, skilfully, into shoes. You see some of the handsome results on this page—and you'll be seeing more of them, next spring.

Left: Perfect background for the new ostrich accessories—this tailored suit of natural-coloured cashmere, classic and "breedy" as your beloved polo-coat; $98.50. With it, a square hand-bag of brown ostrich skin (the skin was shipped all the way from South Africa), with a top strap, gilt metal frame. Coblentz bag; $29.50. Hooded hat of knitted green-and-brown wool; $29.75. All from Lord and Taylor

Right: Tan ostrich hand-bag by Coblentz, with a rigid gilt metal frame. Notice the quill-holes—hallmarks of genuine ostrich—going right through the skin. (Backed with linen, then with leather.) $29.50. Lord and Taylor

Right: To wear with that cashmere suit, or almost any tailored thing you own—this trim walking shoe of dark brown ostrich, designed by Newton Elkin. It has a low heel, a flat bow; $16.95. From Lord and Taylor

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IT'S ALL RIGHT BEING A BACHELOR

By Carl Combs

(*Editor's Note:* The joys of living alone and unmarried were described in the October 1 issue of Vogue, in an article called, "It's All Right Being an Old Maid." The article aroused much comment from our readers—almost complete disagreement from the ladies, almost complete agreement from the men. This is one of the answers, written by a thirty-three-year-old bachelor who is the dramatic critic of a newspaper in Hollywood, California.)

THE joys of bachelorhood may be said to start in the bathroom and end in the basement. Or in other words, an hour to shave is better than a batch of home-made biscuits; and freedom at the work-bench is worth a truckload of blue bassinets.

At thirty-three, unmarried, independent, and of sound mind and body, I wouldn't trade my bachelor life for all the hand-embroidered guest-towels between Hollywood and the Iranian capital steps. I make this statement, fully aware of the fact that I am laying myself open to the stormy indignation of parents, husbands, wives, and people in love—not to mention Dr. Paul Popenoe of the Institute of Family Relations. I also am aware of the fact that marriage is a wonderful thing, and that if I could find the Right Girl (perish the thought!) and if she would have me, I'd marry her, and independence be damned!

As a bachelor, I am free to choose not only my drinking and bridge companions, but also my own neckties and gaudy sports coats. I may have scrambled eggs and mushrooms at three o'clock in the morning, or, if I so desire, as I sometimes do, I may go to bed at 7:30 P.M. without either dinner or a hot shower. On Sunday mornings I may arise at six o'clock (or noon) and whistle off-key and rattle the Sunday papers and spread them all over the place.

And after I've played eighteen (or thirty-six, if I want) holes of golf, I may sit in the club-house bar and chew the fat with the bartender without reproach for having missed a luncheon appointment with an elderly uncle, made for me without my knowledge or consent. And another thing—I have only one ticket to buy to the football games, and I can attend the games, either alone or with male friends, and not find it necessary to attempt to explain the intricacies of a 6-2-2-1 formation to a twittering (or complaining) female.

But these things are only small, everyday pleasures of the bachelor way. More important is the fact that I am mentally dependent on no one, that my outlook and plan of action are entirely my own and free from interference unless I should feel expansive enough to consider the advice of outsiders. If I make mistakes, I am the one who suffers and I am not subject to the humiliation of an aftermath barrage of I-Told-You-So's. Aside from freedom of action, then, there is the more gratifying freedom of autocratic thinking. And I needn't share my mistakes or my triumphs with anyone. They are mine to grieve over or to gloat over, as the case may be.

The disadvantages of bachelorhood are more obvious. And I am quick to admit that a cold, lonely apartment at seven o'clock of a Sunday evening is not the jolliest place in the world; that the naked silence of breakfast alone is sometimes forbidding; that the bleakness and helplessness of days in bed with the flu and no one to administer to your wants are deadly. I admit, too, that the pleasures of continual restaurant or at-home-with-friends dining are likely to pall.

But I submit that these things are outweighed by those exquisite hours of undisturbed peace with a magazine (over the possession of which there is no domestic crisis), or with a phonograph, listening to either the most awful swing or the most boring symphonic music.

In the matter of social life, the bachelor is surely in a more enviable position than his married brother. For one thing, it is always easier to refuse an invitation when there is only one mind to make up. You would be surprised, too, at the abundance of WELCOME invitations that are dropped in the bachelor mail-box.

If once in a while I am stuck with an obnoxious "honor guest" whose dinner-gown is much too décolleté and whose finger-nails are much too red, I also may indulge my vanity on the occasions when I am the only unattached male whom any number of charming debs are eager to cater to. And if once in a while, I am beset by aggressive mothers with marriageable, but unmanageable, daughters, I also am just as likely to meet many more attractive and companionable women of my own age and marital—or rather un-marital—disposition.

YEH, I can hear those cries of: "He's just a disgruntled guy who couldn't make the grade." And I reply: " 'Tain't so." Haven't I admitted that domesticity (and I'm willing to include under that heading even small babies and fancy bed-pillows, if you want)—that domesticity has its advantages? But it will take more than flower arrangements, angel's food cake, Chanel No. 7, and black nightgowns to persuade me to give up the bachelor life. Unless, of course, the Right Girl gives me the nod.

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The range for parties is large—starting from the simple entertainments you think up and organize yourself, all the way up the scale to those very gala affairs with magicians, Punch and Judy shows, marionettes, moving-pictures at home, and small dances in your house for the early 'teens.

The parties they love best, when they have reached that wonderful state of being fifteen or sixteen and well on their way to being "grown-up at last," are dances. And a dance at home can be just as much fun if you spend hardly anything on it. All you need do is to move all the furniture out of one room and make it gay with scarlet streamers, and wreaths, and tinsel, and there is your ballroom all complete.

You can get a three-piece orchestra for surprisingly little, or simply rely upon a gramophone that changes a number of records itself. You can give a "tea-dance" and serve punch and sandwiches; or a buffet supper dance; or an after-dinner party, for which all you need are sandwiches and scrambled eggs around eleven, before the guests go home. At this age, they don't like to be supervised or organized particularly, and you'll find them perfectly happy to be left alone—to dance or talk or play games.

No "What Next?"

To make a party a success for younger children, however, organization is one of the most important things. No matter what kind of party you give, your program of entertainment should be well thought out beforehand so that the children will never have a moment to sit back and say, "What do we do next?" Once you let them get disorganized, it is almost impossible to get them in order again! And it's a good idea to stop any game before they have a chance to get tired of it, and begin a new one.

Nothing gets any one more in the spirit of a party than fancy-dress. And children love dressing up more than anything else. It's fun to think up different kinds of costume parties yourself—simple enough ones so that the costumes can be made at home. A "Come As Your Favourite Cartoon" party is fun—children love being Mickey Mouse or Donald Duck, Snow White or one of the famous Dwarfs. And a "Mother Goose" party is always popular. A party that would produce some amusing results would be a children's version of the grown-ups' "Suppressed Desire" one—"What I'd like to be when I grow up." If you don't ask the children to come in costumes, provide them with ones when they arrive. You can find beautiful paper ones.

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Wurzburg, who having been duly sworn according to law, deposes and says that he is the Managing Director of Vogue, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of Mar. 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit: 1 - That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, Condé Nast, Greenwich, Conn.; Editor, Edna Woolman Chase, Greenwich, Conn.; Managing Editor, Jessica Daves, Greenwich, Conn.; General Manager, Francis L. Wurzburg, Greenwich, Conn. 2—That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. 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young, is his ability to produce a white rabbit. The rabbit immediately steals the show. If you can introduce animals to your party in some way, it is bound to be a success.

For the Very, Very Young

If you are giving a party for the very, very young—you might have a record made with a message to each child from Santa Claus—or have Santa Claus himself with a huge grab-bag to delight them. They love marble hunts, and playing London Bridge, and all the simpler games of the old favourites. You can get wonderful favours for them for a few cents—for instance, tiny doll's roller-skates complete with key, or all kinds of heavenly things for a doll's house. If you are having only a few children, there is Miss Nancy Levering, who has trained story-tellers, and will send you one for the afternoon. They have gathered the material for their stories from all kinds of different sources and have an infinite variety, all grouped for various ages—a wonderful, modern kind of Scheherazade.

Everything else in the world may change, but the games children like most to play are always the same. They still love the old favourites best—Blind Man's Buff, Hide the Thimble, Drop the Handkerchief, Nuts in May, Musical Chairs. And they love to be surprised—treasure-hunts delight them, especially the spider-web variety. If you want your party to be a success, plenty of prizes are a "must." Depending on how much you want to spend, you can get prizes anywhere from ten cents to five dollars. They love "Brownie" cameras, charms for their bracelets, Eversharp pencils, purses, torch-lights, things for their doll-houses, and games.

One parent we know plans a theatre party every winter for her eleven- and twelve-year-olds. Fifteen or sixteen children come to lunch and are transported to the theatre in a regular bus, hired for the occasion, which takes them home afterwards—a brilliant solution to the problem of how to keep a large group of children together and within reach. Another mother invites her children's friends for four o'clock and has one of those very splendid puppet revues, which lasts until six and is as much fun for the grown-ups as for the children. They have supper afterwards, served at card-tables in the dining-room, with a Jack Horner pie in the centre of each table.

What Food to Give Them

When you come to supper, there is no sense in departing from the old standards that all children both expect and love—creamed chicken and peas, plenty of sandwiches and milk, and the inevitable ice-cream and cake, without which no party is complete. One wonderful idea for supper, which works out very successfully, is to provide each child with a basket of food that can be eaten with the fingers—thus avoiding the necessity of knives and forks. Cold chicken, potato chips, fruit, sandwiches, small, individual bottles of milk—all are practical ideas for this. You might decorate your table for supper with a centrepiece of balloons. Instead of place-cards, tie a balloon to the back of each child's chair. Paint the child's name on it in large, white letters, with a flower or animal, as well, if you feel inspired. You'll be delighted at how festive your room will look and how popular your decorations will be with your guests. (Continued on page 108)

200 SPARKLING, VOGUE-CHOSEN GIFTS

Here is the answer to every Christmas-giving query: December 1 Vogue's roster of 200 original gift inspirations. 50 gifts for women, photographed in brilliant colour (all price-tagged under $10.) 150 other life-saving gift ideas (25 for men). You'll find these gifts on sale in 108 fashion-minded stores from coast to coast.

December 1 VOGUE, at your newsstand November 25

J. Bavet

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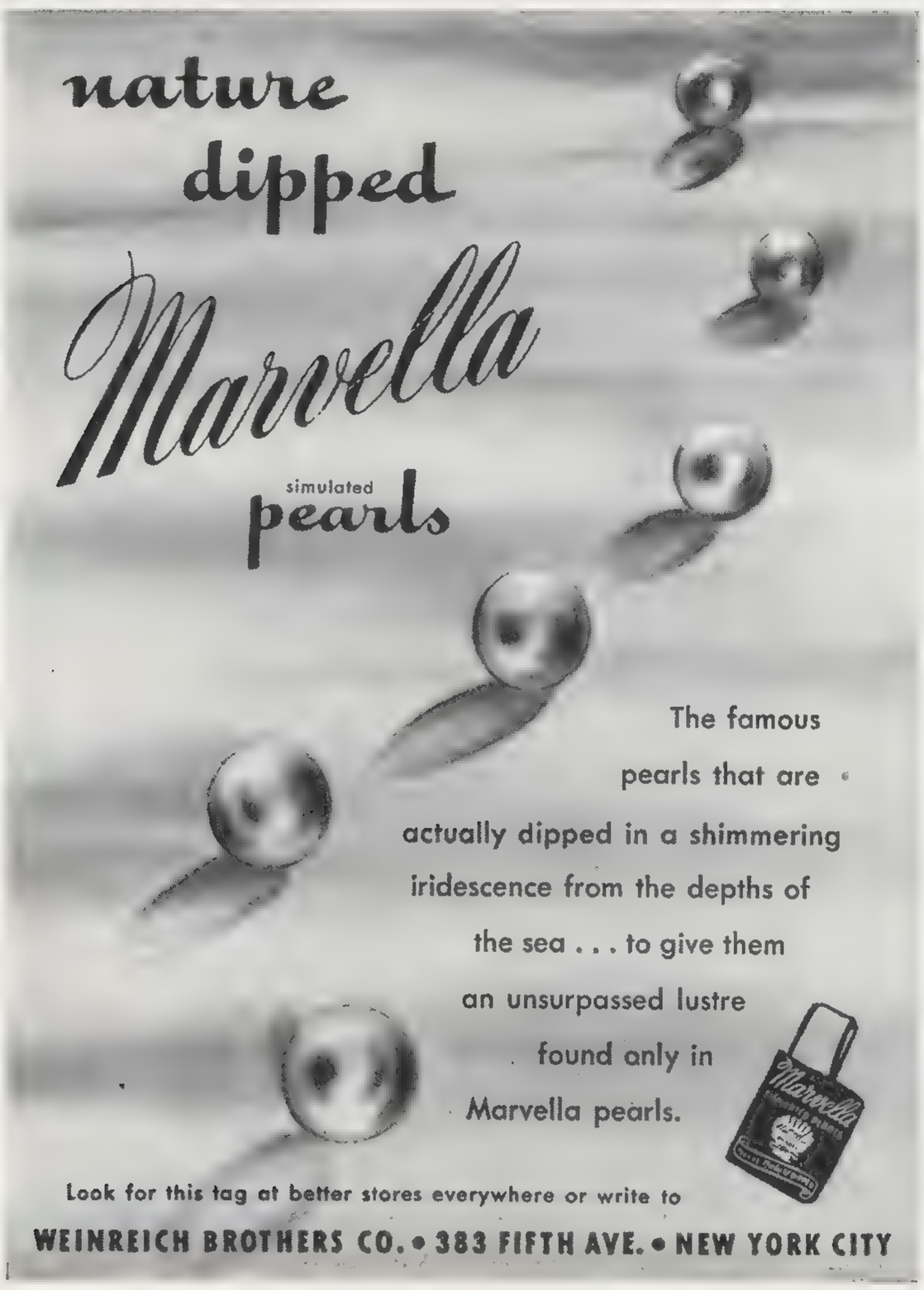

PARTIES ARE FOR CHILDREN

(Continued from page 107)

Don't be appalled at the prospect of running a party yourself. If you reach that desperate, snowed-under feeling, don't despair. There are an infinite number of people who will rush to your aid at almost a moment's notice. Any one of these helpful souls will take charge of everything for you—from a complete program of games down to costumes, prizes, and the smallest favour. And every one of them has had a great deal of experience with children and knows how to keep them amused and in order, as well. They can provide a magician or a marionette or a puppet show, even an organ-grinder and a monkey, on the shortest notice—anything you may fancy, depending on how much you want to spend.

An "Old English" Party

One of these valuable people, whose brain is full of entertaining ideas, will plan an "Old English" party for you, for instance, dividing the children into two teams that compete with each other for the duration of the party—the King's men and Robin Hood's followers for this particular party. She'll provide simple hats for them or complete costumes—as you like. The games she suggests are all planned to fit in with the underlying theme of the party—variations of the old standard ones, but enlarged and coloured with props and make-believe.

The War of the Roses, for example, is a glorified relay race complete with lances and pennants. The Hunt for the Key to the Treasure-Chest is a very dressed-up version of Hide the Thimble. A party she suggests for younger children is a travel one. Travelling by train or airplane, the children cross the United States, stopping at all the famous places—for instance, Yellowstone Park, where they feed the bears. (This is a highly coloured form of Bean-Bag.)

Fun for All

Although you may breathe an exhausted sigh of relief at the end of one of these parties, don't let Christmas go by without one. Nine times out of ten, they are almost as much fun for you as for the children, and, Christmas, after all, comes only once a year.

K. B.

To Our Contributors

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Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C.O.D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

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S-4351	1.00
9247	.50
9248	.75
9249	.60

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Advance Merchandise Portfolio of

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VOGUE

Promotion points from this issue

Vogue features "after-dark" fashions, seen from dinner to dawn, no longer distinguished as "day" and "evening" costumes, but fused with glitter, with hem-lines half-long, half-short.

These uncertain hem-lines give a new importance to the well-shod foot. Ballet-type slippers, bright evening clogs, stockings dyed to match a slit skirt, or with lace medallions are evening ideas for your shoe and stocking departments. Vogue says: "In a dancing evening, the spotlight is on your feet." (Page 57)

For a sit-and-talk evening, promote the "head-and-shoulder" portrait as Vogue does on page 56. Vogue says: "For dinner drama, have a hat that is tiny and elegant." Show long soft gloves, mounting to very short sleeves.

As soon as snow flies, ski-talk begins—and as soon as there are winter sports in the air, you should be ready to tempt enthusiasts with the functional clothes that mark the 1941 season, clothes designed for freedom of movement, classically simple yet keyed to the season's fashions. News is the one-piece ski suit shown on pages 62 and 63. You might display this suit on a figure poised for a downward flight and add "Vogue says: 'Functional as a flying suit—a one-piece ski suit.' "

Ski clothes follow fashion—note the all-black suit touched with magenta pink, a favourite this year's colour affiliation. For real ski experts, show ski skirts with hip-length wool stockings. For after ski wear, for open sleighing, talk up your favourite bulky greatcoats for chic, for warmth.

The coat of many uses is a favourite this year—the coat that wraps voluminously over slacks or the slimmest of formal evening dresses with equal aplomb. Fur coats, that can be both casual and luxurious-looking are doubly sales-tempting with their double-duty qualities. Such a fur is Tasmanian opossum (74, 75), incredibly soft, wonderfully warm. White fur, long-loved for luxury evening wear, becomes an exciting fashion for day. In caracul or broadtail (75), the white coat is a dramatic "winter white" accent over slacks in the country, over black town dresses, for do-dress evenings. Point up your caracul coats with "Vogue says: 'Caracul—a fur that is short on length, long on usefulness.' "

Remember, versatile coats slide easily over suits, versatile coats wrap around to top dramatically an uneven hem-line, versatile coats can be a talking point for Christmas fur-giving.

Obtain these four free quotation cards from Vogue Merchandising Service, 420 Lexington Avenue.

VOGUE SAYS:

"Fur coats with deep armholes, wide sleeves, slide easily over suits."

"There's a new insistence on trim, severely functional ski clothes."

"Stiff of fabric, full of skirt, covered of shoulder—young evening formula."

"Bright, light colours—as amiable in warm climates as in cold."

Make up your own cards from these quotations. Use them in your advertising and display.

VOGUE SAYS:

"Skirt-lengths suddenly become fashion news again."

"Ballet skirts, ballet slippers—the off-stage world's new loves for semi-formal evenings."

"The half-way hem—new measure for half-way formal dances."

"In a dancing evening, the spotlight is on your feet."

"There's a new love for all-black against the all-white of ski slopes."

"With skiing skirts, wear almost hip-length, ribbed wool stockings."

"New sight on ski-runs—the snow-proof, one-piece ski suit."

"White fur coats—fresh and exciting for day wear."

"Black Alaska sealskin—important again this year."

"Tasmanian opossum—warm as eider-down, cloud-light on your shoulders."

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Notes for southern resorts—beach-

News in Colour, Bathing Suits, Play Clothes, Accessory Touches

CHANGING supply situations have shifted emphasis from weave to colour and design. Strident yellows, American Beauty pinks, violets and greyed cocoa brown look newest. Also there are vivid yellow-greens, reds with an orange cast, coral red and bright blues. Beige and grey are good neutrals. Pale pastels, light and chalky, and very pale naturals are important. Also natural as background for checks and smaller plaids. Prints small and all-over; large and wide-spaced.

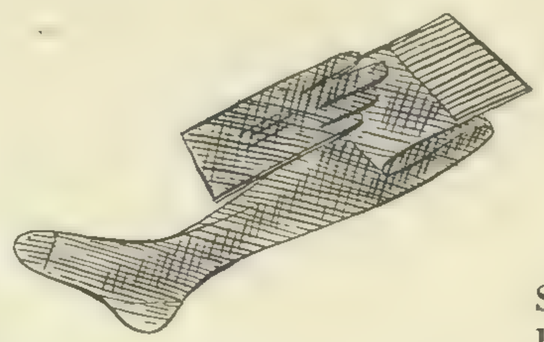
Bathing-suits again divide into classic knitted swim suits, and the dressmaker and two-piece bra-top types. Lowered waistlines and flared skirts featured in the dressmakers and lengthened skirts or shorts are shown in all. Jackets and skirts are longer and action-cut sleeves and casual, loose tops give a new look to all play clothes. Pyjamas and slacks are slimmed from knee to ankle. The new lengths for evening dresses are calf length or approximately 12″ from-the-floor.

Heels will be low and shoes flat. Show wedges and new versions of strapped sandals.

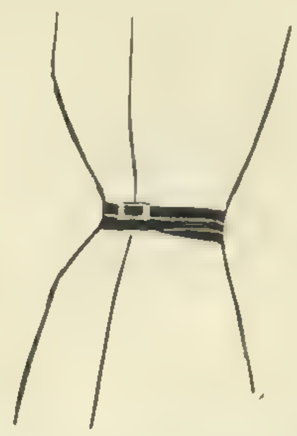
Practical and functional, the long, strapped over-shoulder handbag, perhaps quilted.

Show large-sized jewelled pins to wear on the shoulder, outside the lapel for decoration.

Head-covering fashions continue for Southern resort wear. For this, sell varied snoods.



Bright-coloured cotton mesh gloves and stockings are new accessory notes for the South.



Show fancy, imaginative bright leather belts for wear with simple dresses, good slacks.

Notes for northern resorts—fashions

Promotion Points in Colour, Ski, After-ski Clothes, Accessories

NORTHERN resort colours remain static and clear. Scarlet, grey-blues, gold, white, naturals and navy are important in windbreakers and separate jackets . . . slate-blue, natural and navy, in ski pants. Black, green, navy blue and grey will be promoted for the one-colour-from-head-to-foot look either in separates or two-piece suits with matching accessories. In combination colour costumes, scarves, helmets, gloves, socks, sweaters continue in bright accent colours.

All costumes tend toward simplification in basic, functional lines. More well cut, beautifully tailored separate pants and jackets in lighter weight, weather-proofed fabrics. Two-piece classic suits still used but separates are favoured. The average skaters are using more slacks, while the younger and professional groups skate in skirts. After-ski picture casual and easy with slacks and tucked-in sweaters and cardigans. Dress-for-dinner dirndl skirts in longer, *calf* length.

As important as the ski boot itself is an after-ski shoe. With leather uppers, crêpe soles.

New this year are longer length, over-the-knee woollen stockings for snow protection.

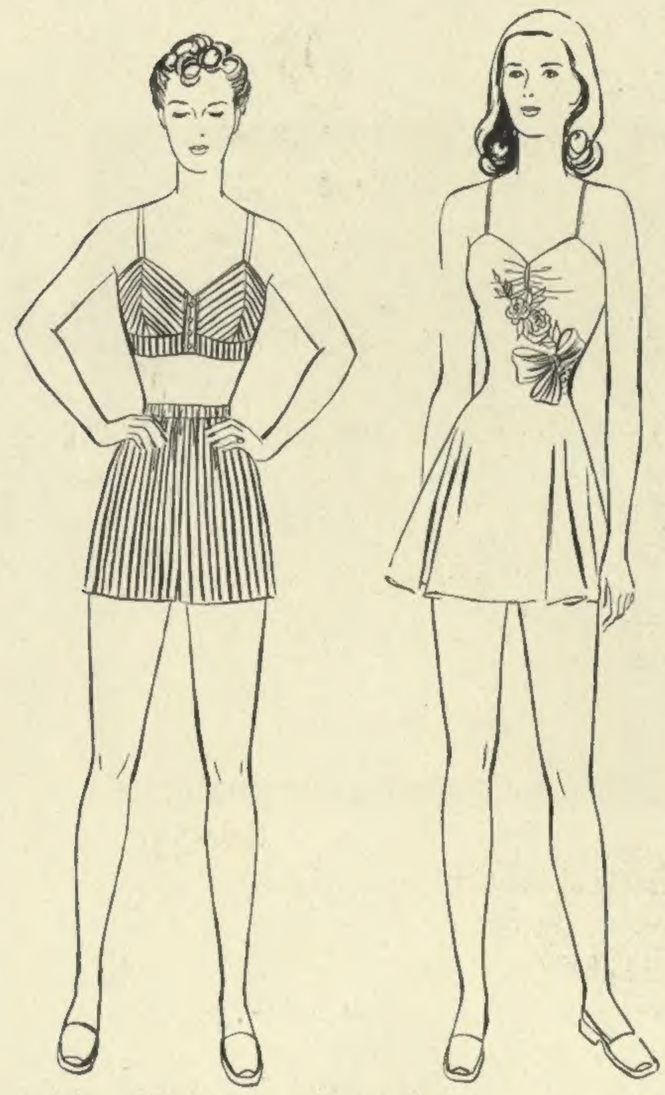
Functional ski goggles are a "must" for skiers. Offer a choice to your clientele.

Simple, hand crocheted ski helmets in bright colours are an indispensable ski accessory.

Classic poplin and leather mittens with long, over-the-sleeve cuffs, for snow wear.

Ski underwear in bright colours in cotton and woollen mixtures for ski departments.

wear trends for this season

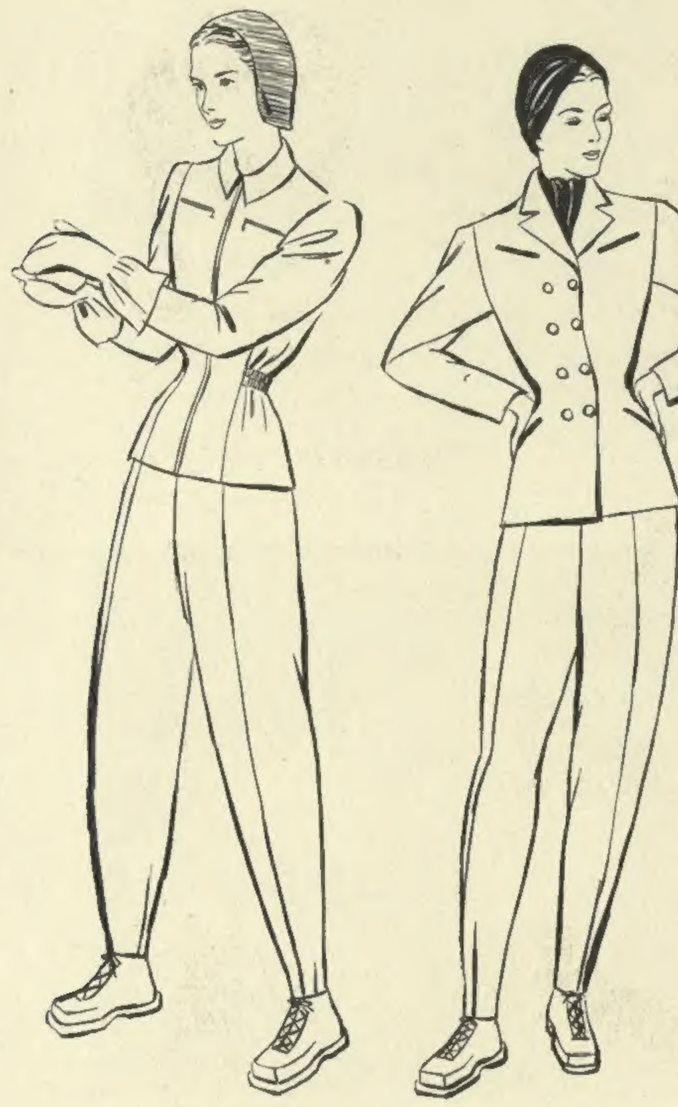


Striped cotton piqué boxer's shorts and brassière top. Pollack, Smith & Robbins. Basque-waist, white sharkskin suit with appliquéd chintz bow. Bert Schnurer-Cabana.

One-piece play dress, and separate skirt in printed rayon jersey. Bert Schnurer-Cabana. Longer English shorts and jacket in cotton and rayon linen-type weave. Sun Surf Modes.

Narrowed slacks, long, well-cut coat in seaweed green. Natural shirt. Sun Surf Modes. Mid-calf draped dirndl in calico cotton print. Rayon jersey top. Pollack, Smith & Robbins.

for winter sports



Blizzard Cloth jacket with Warburton gabardine ski pants, in two lengths. Sun Valley. Classic, two-piece ski suit in green woollen gabardine. From Brows, Jacobson & Linde.

Brown Alpaca greatcoat with raglan sleeves. Beige covert cloth lining. Lumay Coat Co. Finger-tip length warm-up coat in poplin, attached wolf-trimmed parka. Hirsch Weis.

Fireside dress in new mid-calf length. Red wool and rayon mixture. Marjorie's Things. Fly-front narrowed slacks in men's wear flannel for after-ski wear. Hirsch Weis.

The Market Basket

Lord and Taylor is offering a new service to customers that has interesting possibilities. Satin evening accessories, bags and gloves, and stockings, purchased in the store, are dyed to match in any colour that the customer desires—and all in two or three days.

" 'Round the World with Cotton", published by the United States Department of Agriculture, with a foreword by Henry A. Wallace, is a comprehensive book on "the most important cash crop grown in the United States." Pictures and text tell the complete story of cotton—its history, its uses, its importance. Copies free while the supply lasts.

Ruth Merzon has a new line of bathing-suits for all figure types. As well as designing for the average figure, she has also specialized in concealing figure defects. Individual suits meet individual problems, and compensate for them by clever cutting and draping, and by built-in brassières.

"Selling the right hat" is a bright and amusing manual for millinery salespeople, appropriately illustrated, and filled with practical suggestions on selling-psychology. How sales are made and lost, how to size up a customer, how to care for stock, are some of the subjects. $1.00 for single copies, 35c each for more than 10. School of Retailing, N. Y. University.

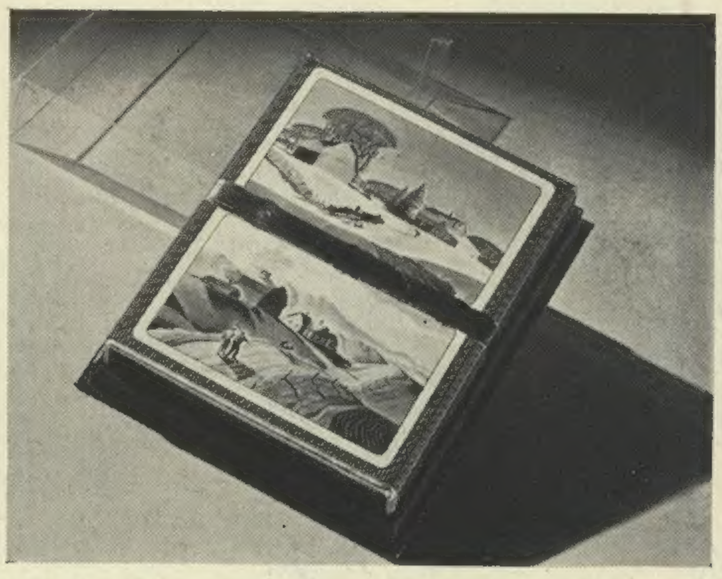
Sculptured Christmas Cards, with designs by some of America's leading sculptors, are reproduced in relief in an entirely new technique which preserves every detail of the original. The subjects range from classic to modern. American Sculptors Group, 244 W. 23rd St., N. Y. C.

For the 1941 two-tone look Richelieu is presenting a harlequin necklace of "satinore" beads with the two sides in contrasting colours. Photographed is the brilliant jade and amethyst bead combination.

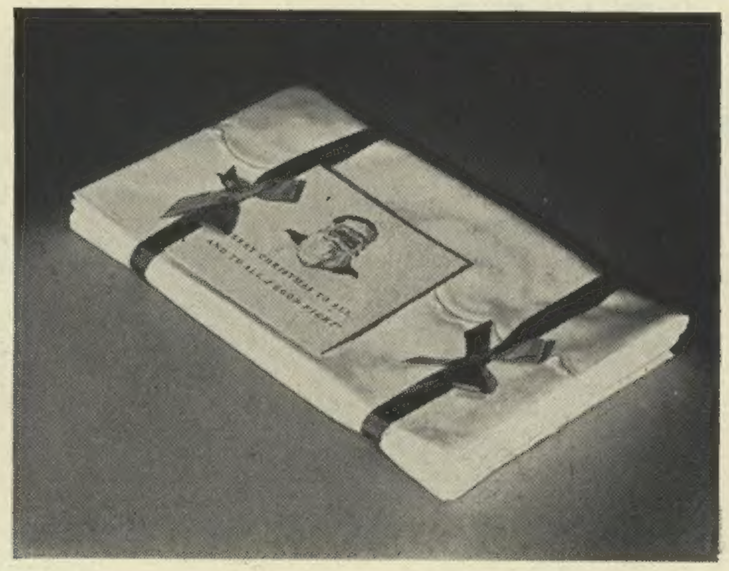
"Sky Chief", an unusually light-weight travel bag. It closes with a slide fastener and locks, making it perfect for carrying valuables. In calf or pigskin, leather-lined, with folding handles. From Lesco, Ltd.

Hand-printed rayon chiffon scarfs in sophisticated black-and-white patterns. The square scarf, reminiscent of the ever-popular French squares, is perfect for the Christmas season. Edgar C. Hyman.

Perfume Stick in a lipstick-sized container. Neither greasy nor waxy, it makes a perfect addition to handbag equipment, and an excellent Christmas present. Many fragrances. Ric Products, Philadelphia, Pa.



A distinctive group of playing cards—the American Artists Series—features the paintings of Nichols, Curry and Benton, beautifully reproduced on their backs. Western Playing Card Co., Racine, Wisc.



Wamsutta has wrapped their styled sheets and pillow cases for Christmas selling in cellophane packages with an appropriate Christmas card enclosed. They may also be ordered without special wrappings.

There'll always be

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born of better quality in Holeproof Fine Stockings

THE American woman is not going backward! She knows that nothing she wears so enhances her beauty as fine, sheer stockings.

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HOLEPROOF *Fine Stockings*

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Arrangement for more attractive living

No home *has* to have flowers. And no home *has* to have ice-cold Coca-Cola. But most homes—big and small—have both. And for the same reason . . . because both add to the sum of attractive living. Ice-cold Coca-Cola has the refreshing gift of fitting any surroundings. Pure and wholesome, its life, sparkle and zestful taste make Coca-Cola one of those pleasant things that no home should be without. Buy it in the handy six-bottle carton from your dealer.

Size of book
7″ x 9″

NEW! VOLUME 2

Send for this Entirely New Book

This new and larger 1941 edition of "Flower Arranging" by Laura Lee Burroughs contains *new* pictures, *new* material, 48 new, beautiful photographic color reproductions of flower arrangements, with designs, descriptions and many suggestions. Send your name and address (clearly printed) with ten cents in coin or stamps (to cover cost of handling and mailing) to The Coca-Cola Company, Atlanta, Georgia, Dept. VO.

Phantom Leaves,—one of a series of arrangements illustrated and diagramed in the book offered on this page.

Frosty coldness brings out the life and sparkle of Coca-Cola. Have the bottles ice-cold—pre-cooled in the refrigerator . . . and serve arranged in ice. Your guests can open them and drink right from the bottle, if they wish. Remember, you can get Coca-Cola in the handy six-bottle carton from your dealer.

The
Six-Bottle Carton

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